

Wm. Bishop
C.B.

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THE Publishers' Weekly

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No. 24

Talking of Quantity Sales

Harold Bell Wright has written only twelve novels to date. The average sale from the first novel to the last has been 737,443 copies, exclusive of the foreign market. What other contemporary writer has reached such an average per book? Some of the Harold Bell Wright novels have sold over 1,500,000. The quality of his forthcoming novel and the sales promotion campaign back of it assure the continuation of this unrivalled average of sales, which is unique in book history. July 31 is set as the publication day of EXIT, the novel by Harold Bell Wright. \$2.00 — D. Appleton and Company, 35 West 32nd Street, New York.

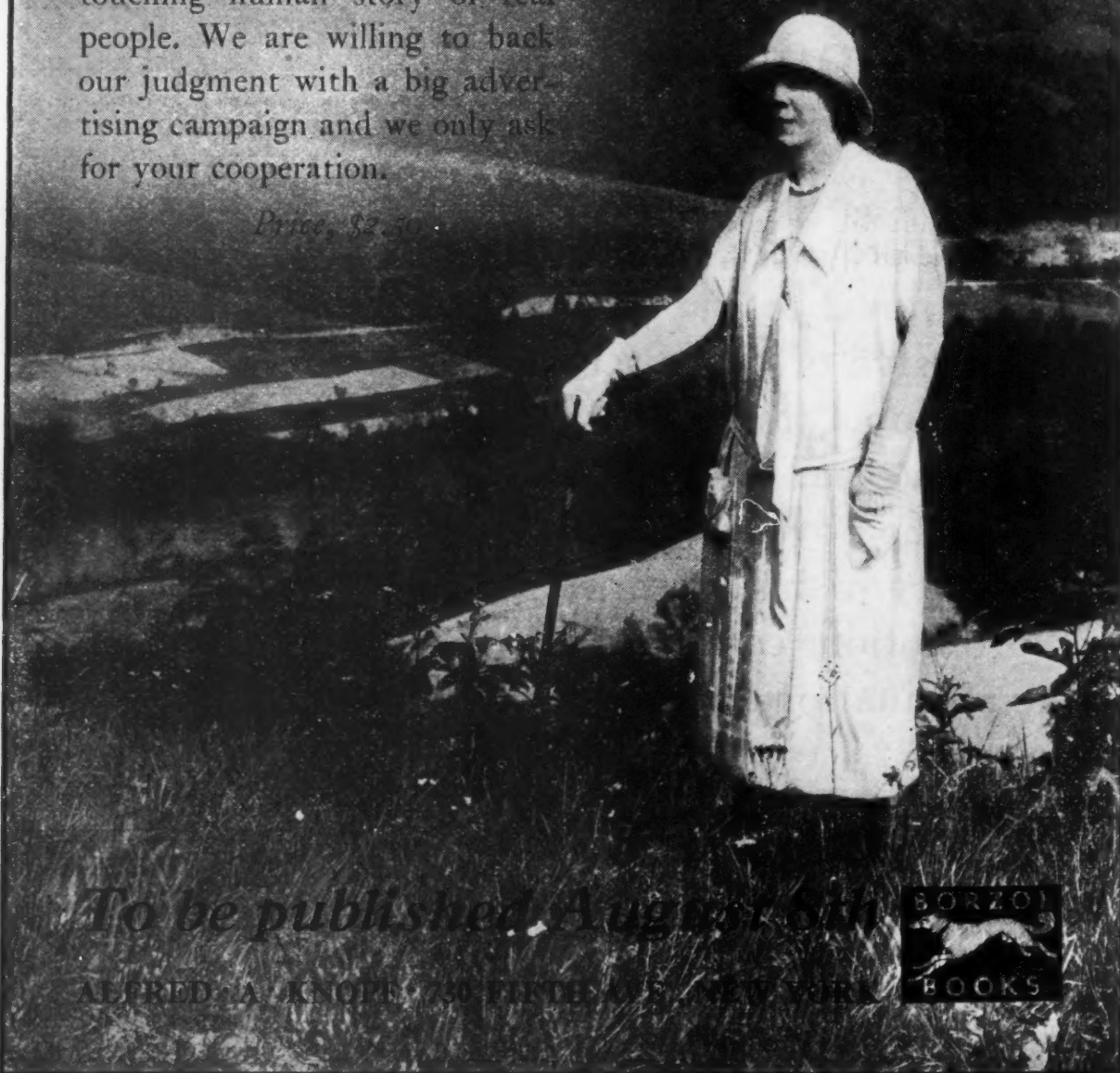
The Ryerson Press, Queen & John Sts., Toronto, Ont., handles the Appleton trade line in Canada

Here is a picture of ANNE W. ARMSTRONG against the background of her beloved Smoky Mountains. A life spent among the mountaineers with their primitive passions, their loves and their hates, has given Mrs. Armstrong an understanding and love of these people that is unique. "Authentic" books have been written about her people and the reputed authenticity of these books has roused the fighting spirit in her and so straight from the heart she has written:

THIS DAY AND TIME

We have no hesitation whatever in saying that Mrs. Armstrong has written a big novel, one that rings with truth and fervor, a touching human story of real people. We are willing to back our judgment with a big advertising campaign and we only ask for your cooperation.

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To be published August 1930

ALFRED A. KNOPP, 350 FIFTH AVENUE, NEW YORK





America and Europe pay
homage to the ACTOR:

Now his wife reveals the MAN:

PAUL ROBESON: NEGRO

By Eslanda Goode Robeson

Robeson's overwhelming success in London as *Othello* has been front page news in England and America. The latest of an incredible series of artistic triumphs. All-American football player, Phi Beta Kappa student, star of *Emperor Jones*, inter-

nationally known singer and actor, Paul Robeson's life reads like a page from the Arabian Nights. Here his wife tells his story in a book which St. John Ervine calls: "A bold and brilliant description which does honor to him and to his race." Send in your order now.

Illustrated. \$2.50

To be published June 25th



*Latest
Harper
Sealed
Mystery*

THE VALLEY OF CREEPING MEN

By RAYBURN CRAWLEY \$2.00

HARPER & BROTHERS

49 East 33rd Street, New York

A Novel of a New Sort's Here---



The trade will quickly cease to croon
That doleful dollar doldrums tune.
Buck-fever, dollar blues, and moans
Will yield to CASANOVA JONES.
He's dashing, naughty, daring, canny,
And illustrated by Pogany.



A gent is he who has no mission
Save raising hell with prohibition.
The perfectest of perfect lovers
That ever got between two covers,
The very gayest of all gay gents,
The prince of prohibition agents,
The man to sweep the season's stakes,
To kill the nation's belly-aches,
Say we, in no uncertain tones,
Is swagger CASANOVA JONES.



With Cass you'll meet sweet Annie Cloy,
A Helen in a modern Troy,
For love of whom he drank so hearty,
He ended raiding his own party!
And in the famous Katz Arts Club
You'll meet the mighty statesman Stubb,
Who drank the strongest drink of rye
That e'er was swallowed by a dry.



To Stand the Land Upon its Ear!

You'll meet with whiskered Bill O'Droole,
And Mrs. Jones, whose heart was cruel.
You'll meet with Binks, the great defender
Of virgin stomachs' drinkless splendor.
In fact, you'll meet a lot of people,
You'll hear alarums from the steeple,
You'll witness sights of wild sedition,
And see the end of prohibition!



Assorted sexes, brows and ages
Will joy in these swift-moving pages.
This novel in a novel style
Would make a wooden Injun smile.
Not even driest dries will spurn it—
They'll buy the blooming book to burn it.
We'll advertise it fast and furious,
And that's a boast that isn't spurious.
Keep CASANOVA JONES in sight—
The line will form upon the right.



CASANOVA JONES

A NOVEL IN A NEW MANNER

By JOSEPH ANTHONY

ILLUSTRATED BY WILLY POGANY

Make way for CASANOVA JONES! A book that bites, stings and sizzles. With an illustration by WILLY POGANY on every page. *Ready June 25. Price, \$2.00.*

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The President's prospective tour of the National Parks in August will increase your sales. Newspapers, magazines, and news reels are going to be full of the parks.

**! TIE IN WITH THIS PUBLICITY BY A !
◆ PROMINENT DISPLAY OF THESE BOOKS: ◆**

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Written by Horace Albright, Director of the National Park Service, and Frank J. Taylor, tells all that a tourist (or anyone else) could want to know of these Western vacation lands. \$2.50

GRAND CANYON COUNTRY

By M. R. Tillotson, Superintendent of Grand Canyon National Park, and Frank J. Taylor. *Grand Canyon Country* is a revelation, both of the canyon and of its vast hinterland of forest and desert. \$2.00

BIG TREES

By Walter Fry and John R. White, Superintendent of Sequoia and General Grant National Parks, men who have made the Big Trees their neighbors and companions for years, tells the life story of the Sequoia Gigantea, and all about the regions where it is to be found. \$2.00

DEATH VALLEY: The Facts

By W. A. Chalfant, holds a vivid background of authenticated fact about this vast California desert region. \$3.50

All of these books are generously illustrated and convey vivid and accurate impressions of the areas described. Check your stock now!

JOHN H. HOPKINS AND SON, Eastern Sales Agents

200 Fifth Avenue, New York City

STANFORD UNIVERSITY PRESS—STANFORD UNIVERSITY, CALIFORNIA

From the Lares and Penates



Today our representatives leave on their annual fall selling trips. They take to you a fall list which is much smaller than it was last fall.



Our fall fiction alone is approximately 55% less than it was last year. In making this drastic cut we depend upon your cooperation on the few titles we are publishing in order to allow us to continue this policy next fall.



From our list you will see that we are publishing eleven books of fiction and eleven detective-mystery stories (seven of which are Dutton Prize Clue Mysteries), one each month during three of the seven months, and two each month during four of the seven months, including June. Our juvenile list has been cut 32%. In addition we have made our general list as varied as possible, so that these books will not compete with each other.



In all Dutton advertising we will attempt to increase the buying of Dutton books through the bookstores. All Dutton circular mail-order advertising will carry the following sentence above the coupon: "This book (or these books) can be obtained at all bookstores. If there is no bookstore where you live or if your bookstore cannot supply you with these books you can obtain them from the publisher." As far as we know this is something which has never been done before by any publisher on his direct-by-mail circular material.



Once again we call to your attention that under no circumstances will we submit Dutton books to any book clubs for their approval. Dutton books, with the natural exception of some few educational books, are published so that they can be sold through all bookstores. We believe that it is unfair to your customers for a bookseller to ask them to pay \$3.00, \$4.00 or \$5.00 for the same book which they can buy from a book club for half that price. Surely those people who buy their books from bookstores and who saw the full page advertisement on the back cover of last Sunday's Tribune (emphasizing the fact that the best books were obtainable through that particular book club at half price) must resent the fact that this week if they wish to purchase through a bookstore a copy of the June book issued by that book club, they will have to buy it at a premium price of \$4.00 per copy. Naturally they ask the question why they should be penalized for buying their books through a bookstore instead of through a book club. How can publishers continue to take business away from the bookstores without a resulting depression in the book business?



If, in addition to this, these books are also sold to some libraries by the book club at a cut price, matters become still more complicated.



The full page advertisement on the back cover of the New York Times of last week is another example of unfair competition with the bookseller made possible only through the cooperation of the publishers concerned.



Instead of attempting to cut the price of our books or to cut our discounts to the trade, our men go to you with three new merchandising ideas to help increase the sales of our books through the bookstore. The three ideas concern Dutton Clue Mysteries, Everyman's Library and our list of books for boys and girls. They will be explained to you in detail by our representatives. We also wish to point out that we will continue our policy of advertising each and every book we publish, and will increase these advertising appropriations, depending upon the sales reaction of the books concerned.



This firm is fortunate in having two of the most popular books now on the market. As we do not submit our books to any book club, the book club subscribers have missed two of the most delightful books of the year—THE SELBYS, sixteenth printing, and THE STORY OF SAN MICHELE, tenth printing.



We now have ready some window display material on these two books. We are offering some special discounts for those people in the trade who would care to use this material and make such a display. We feel very sure that through such a display of these two books you can win back many of those people who were formerly good customers of yours but who are today subscribers of the book clubs instead. The American public is fickle to anyone and everyone, and the only way we can increase our business and get out of the present business depression is by giving something to the public that our competitors cannot give. If you are interested in these special discounts, address your letter to my attention.



The advance orders on THE RHODODENDRON MAN keep piling up higher and higher. We thank you for your cooperation. A FLOCK OF BIRDS, the Dutton Prize Book for June, is receiving enthusiastic feature reviews from all sides. The advertising of this book has been well spread out and covers a big area. Another book which has proven very popular is MARY GLADSTONE: HER DIARIES AND LETTERS. We will continue to feature these five books in all of our advertising.

J. M., Jr.

Are **SUMMER
FLIRTATIONS**
harmful?

READ-



**ON THIN
ICE**

BY FRED DEEM

WITH deft touches Mr. Deem presents the age-old struggle between love impulses and religious training in the lives of six normal, modern young people.

Perry Steele, an ardent church worker sure of his own strength, courts danger in a vacation flirtation with attractive Gertie Green, school teacher in the Ozarks, and finds himself enveloped in the testing flames of desire.

Sowing the Wind

How he and the other couples meet the problems with which love brings them face to face makes the story delightfully readable, deeply instructive, and thought compelling.

Every teen-age boy or girl, every young man or woman, married or single, will find in this story light and guidance on the problems of his own life.

This book being nationally advertised during June and July. Rush your stock order.

Price \$1.00

Enclose five cents (5c) extra to cover postage

THE WARNER PRESS

Dept. P.B.

Better Books That Have a Purpose

Anderson, Indiana

Sacramento, California

Protection for the Bookseller in Putnam's New Exchange Plan

On and after July 1, 1930, any bookseller may return to us for full credit any Putnam books in first class condition, charges prepaid, *provided* he orders *at the same time* double their value in Putnam books, the date of publication of which was at least one year prior to the date of the return. The books returned must have been originally purchased direct from Putnam's at catalogue prices less regular discounts.

Here, then, is an opportunity for the bookseller to exchange books which do not sell, for books which past experience has shown him are steady sellers. In the Putnam catalogue are many fast selling titles for which the bookseller has continual demand and which he feels he should have always in stock.

We propose to try this plan of exchange for one year beginning July 1, 1930. The continuance of the plan for a further period will depend upon the results of the year's trial.

Disposal of Remainders

During the year beginning July 1, 1930, our remainders will be destroyed or given to philanthropic institutions or disposed of in such a way as to cause no embarrassment to the regular bookselling trade. We feel that if this should be done by publishers generally, it would prove to be of immense advantage to booksellers and publishers alike.

As in the exchange plan described above, the continuance of this method of dealing with remainders will depend upon the results of the trial year.

G. P. PUTNAM'S SONS

Publishers

2 West 45th Street

New York, N. Y.

The
Twenty-third Annual
Bookmen's Field Day
will be held
at the
Elmhurst Golf Club
CHICAGO
on
THURSDAY, JULY TENTH



The Books-that-Live Plan

AN ANNOUNCEMENT TO THE TRADE

During the months of January and July, commencing in 1931, any bookseller in good credit standing with us may return any Norton books, in saleable condition, for exchange:—

IF at the same time he orders the equivalent value of any other Norton books already published, and pays carriage costs both ways.

IF the bookseller orders *double* the value of the return in other Norton books already published, we will pay the carriage costs one way.

It must be understood that only books which have been paid for in the regular course of business are subject to this stock exchange privilege.

BY this plan W. W. Norton & Company, Inc., intend to remove any risk on Norton publications, at the same time enabling the bookseller to make a generous display of Norton books without fear of ultimate loss.

We are able to make this offer because we know that where a Norton book is unsalable to one bookseller's customers, it will sell to another's. And for every Norton title which a bookseller finds unsalable, there are at least two others that he can sell.

The bookseller is absolutely safeguarded by the quality of the Norton list, and the character of *Books that Live*, which sell not through a single season, but throughout the years.

The Books-that-Live Plan will abolish all the annoyance, uncertainty and irritation of books on sale, verbal protection, and misunderstanding. Booksellers will know that in a Norton book there is no ultimate risk.

Already the list of *Books that Live* is long enough and sure enough to make this plan operate. And its success will increase as with each new season new titles of permanent value are added to the list of *Books that Live*. Every year, in January and July, any bookseller who has found certain Norton titles unsuited to his clientele may exchange them for Norton stock which he knows he can sell.

W. W. NORTON & COMPANY, INC.

70 Fifth Avenue, New York

Publishers *can* Cut their Overhead

The slash in book prices demands a corresponding reduction in overhead

ONE prominent New York publisher recently made a step in this direction. Formerly this firm's executive offices were in a high rental district, while the bulk of its mailing was done elsewhere.

Now, executive offices, stock rooms and mailing departments are all combined in one floor at 386 Fourth Avenue. Costly messenger service has been eliminated and mailing speeded up.

Perhaps your departments are now decentralized. You would find that the rentals at 386 Fourth Avenue permit the use of its premises for shipping, while the facilities and service of the building warrant its use for a high type of executive offices.

You are invited to visit 386 Fourth Avenue and see how rapidly it is becoming an important publishers' center.



386 Fourth Avenue. A corner of the New York Life Building on the south side of 27th St. shown in foreground.

Book Publishers at 386 Fourth Avenue:

Covici-Friede, Inc.
John Day Co.
Houghton Mifflin Co.
Simon and Schuster, Inc.
Wm. Morrow and Co., Inc.

Book Distributors:

Book of The Month Club

Magazine Publishers:

The Bookman
H. R. Howells Publishing Co.
University Press Assoc.

Whole floors of 10,350 square feet, or smaller units.

A most convenient location so far as post office stations, express offices and subways are concerned, right in the heart of the book publishers' section.

386 FOURTH AVENUE

225 Fifth Avenue

Spear & Co.
INC.

Ashland 4200

Thirteen Clever People...



Edyth Kaigh-Eustace
Author
JUNGLE BABIES
August 1 \$3.00

... have written and illustrated our six new juveniles for fall.

Incidentally, we believe this is the finest fall list we have ever published. We have every confidence that more than one of these titles will be among the season's best sellers.

Below we introduce nine of the thirteen authors and artists responsible for these books.



Paul Bransom
Illustrator
JUNGLE BABIES
August 1 \$3.00



Elizabeth Gale
Author
CIRCUS BABIES
August 1 \$2.00



John Dukes McKee
Illustrator
CIRCUS BABIES
August 1 \$2.00



Bernice G. Anderson
Author
TOPSY TURVY'S PIGTAILS
August 1 \$1.00



Esther Friend
Illustrator
TOPSY TURVY'S PIGTAILS
August 1 \$1.00



Keith Ward
Illustrator
JOLLY ANIMALS
August 1 \$2.00



Elizabeth Howard Atkins
Author
TOBY'S GOBLIN
August 1 \$1.50



Sherman Ripley
Author
RAGGEDIES IN FAIRYLAND
August 1 \$1.75

Sell this new Juvenile all summer

A new kind of game book, a gold mine of fun. Games for indoors and outdoors and the long auto ride... for the neighborhood crowd or the child alone.

Good Games

By Jean Hosford Fretwell. More than a hundred black and white pictures by Keith Ward

IMMEDIATE DELIVERY \$2.00

RAND McNALLY & COMPANY

Publishers

NEW YORK

CHICAGO

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*"The cocktail and the canape
Went walking hand in hand!"*

THE ART OF DRINKING

Or,

What to Make with What You Have

By DEXTER MASON

A recipe book that's different! First, because it's practical and up-to-date; second because it's arranged according to ingredients; third because there's a recipe for a delicious canape to go with every drink. Over 100 recipes, every one tried and tested. July 31, \$1.00

FARRAR & RINEHART

12 E. 41st St.

New York



The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 14, 1930

The Crisis in Publishing

Lynn Carrick

of Henry Holt and Company

This Analysis of the Present State of Publishing, Written as the Rumors of Dollar Book Publication were Floating in the Air, Emphasizes the Need for Publishers to Support Bookstores as the Logical Distributing Outlets of the Industry. New Book Buyers Will Not Be Made Simply By Reducing Prices

THE best informed minds in the book industry, be they publishers, agents, or booksellers, seem agreed that we have reached a grievous impasse: revolutionary changes in the publishing and distribution of books are freely predicted on all sides. There appears to be no unanimity of opinion as to what the trouble really is, what its causes are, or what's to be done about it. But any agreement among such an individualistic, not to say anarchical, group as publishers and their allies—even one to the effect that we are all going to the bow-wows—is as refreshing as it is novel. Perhaps if we are all sufficiently alarmed, something constructive can at last be accomplished.

The surface manifestations of our present ills are apparent enough: we are publishing more books than can be absorbed under existing conditions. We are experiencing all the evils of over-production. Our remainders are finding their way into every drug store in the land, the reprint houses are doing a land office business in department and chain stores, and the pitifully inadequate number of retail bookstores are failing utterly to hold up their end. The customers are buying the dollar books and the bargain mark-downs, and

are passing up the bookstores. So there has been born of panic a school of thought that favors cheaper books and, by implication at least, scrapping the bookstores. If books for a dollar or less can be sold in drug stores and chain stores in huge quantities, why not issue books at once for a dollar and reap the benefit of these new channels of distribution? The booksellers have only their own apathy to thank, it would appear.

But is such reasoning sound? Simply by cheapening the price of books shall we be able to tap an entirely new stratum of potential book buyers? Are there thousands upon thousands of citizens of our land simply aching to read books at a dollar but who must sadly pass up the same book at two-fifty? I doubt it. (And even if there were, what of the function of the rental libraries which profess to cater to the literary habits of the impecunious or parsimonious reader?) Educating the public to expect books at Woolworth's or the corner cigar store may be an enterprising move, but it is hardly to the best interests of publishing. If such perversion of normal channels were logical, one might expect to buy his next automobile from the grocer and his new hat at a speakeasy. It is difficult to escape the impression that a

bookstore is the proper place to buy books.

Much of this confusion comes of a failure to recognize the dual quality of books: books are both literature and merchandise. All books possess both these elements in varying degree. The books that are bought outside what we may term their legitimate channels are books in which the merchandise quality predominates. Here is an illustration. A book of high intrinsic value is published and for a certain period its quality as literature* insures its sale at the published price. But after a time the sales fall off and the book in question drops to the dollar level as a reprint edition. From this point on it is the merchandising quality in the book which predominates and governs the channels of distribution. I do not intend to suggest that its value as literature has suddenly slacked off, for that would be absurd; but its success in the original edition has removed all element of chance and its sale at a dollar is assured to the extent that it can be put in a cigar store, or anywhere for that matter, and it will sell. It has become merchandise depending for its sale upon a reputation already won in the days when it fought out its battle for existence at the publisher's list price. No one in his senses would undertake to deny the literary or social (not to say religious) value of the Bible, yet defined in our present terms it is merchandise pure and simple. Ask any Bible salesman!

Another class of books are those which fail to make good at the higher levels and reach the remainder counters at greatly cut prices. These books too are merchandise, depending for their sale this time not upon any former success they may have won but upon the price and the price alone.

Such are the books which are finding their way into the extra-bookstore channels; the sure-fire merchandise where virtually no risk is involved. In other words the booksellers are being asked to hold the bag, while the money is made elsewhere. They are expected to carry and sell all books except those which cannot fail to show a profit, and are roundly abused for their lack of enterprise into the bargain.

Why don't the booksellers feature these merchandise lines to a greater extent than they do? Well, perhaps they have enough

sense to realize that too many cheap books seriously damage the sale of first run books. Possibly they understand, as the publishers apparently do not, that with only a limited number of book readers in the country it is possible to saturate the demand with low priced books to the great hurt of the best interests of the book business. The reading proclivities of the great American public are not susceptible of an overnight increase of huge proportions simply by routing books through new channels and at cheaper prices. This alluring new market that the extremists are envisioning is certain to prove a will-o'-the-wisp. What the drug store customers are buying are not books qua literature, but books qua merchandise. They don't care particularly whether it is Edna Ferber's latest book; "Show Boat" or "So Big" will do them quite as well.

Consequently these exciting new outlets cannot be relied upon for the ordeal by battle which all new books have to face. We must turn again, somewhat chastened, to our much abused friends the booksellers. What's the answer? Well, how about pulping all remainders, and holding the reprint situation carefully in check, perhaps by reaching some agreement as to a minimum time limit necessary before releasing to the dollar publishers. For awhile the cheap books may open up new outlets, but a large number find their way to readers who might otherwise have become purchasers of list price books. With as many books as are being published today, even the most indefatigable reader is far behind, and who can blame him for selecting a good book at a dollar in preference to what may not be nearly so good a book at \$2.50 or \$3.00? Then, too, the reading public is learning our game of dropping prices, often only a few months after publication, and is willing to wait for that time in order to save a few dollars. And generally this saving is out of all proportion to the time involved. Certain reforms are clearly indicated and the publishers have the remedy in their own hands. For one thing, let's get the books back into the bookstores!

If cheaper books are to come, they should be the result of a gradual adjustment of several years. Any premature attempts in that direction would seem to be abortive and based upon the same merchandising

*I am using this word in its simplest meaning.

methods that are responsible for the present slump. It is extremely doubtful if permanent markets can be located simply by turning the printing presses and increasing the output to the point where dollar copyrights show a manufacturing profit. Such methods are merely rocking the boat, which has already been rocked sufficiently. On present standards a good novel is worth all of \$2.00 or \$2.50, while on any standards at all a poor one is worth next to nothing and will approach that price rapidly. Hence it makes no difference whether it starts at \$2.50 or \$1.00; it will find its way to the 25c. counter eventually. To start good books at \$1.00 is based on the assumption that you can get more than two-and-a-half times the sale—which is extremely doubtful and certainly dangerous when there is over-production already. But when lower priced books are sold, let's let the booksellers sell them.

Both publishers and bookstores have in the past spent a lot of money trying to

persuade the American public of the joys of reading and of possessing books—an abstract idea to which every literate person will subscribe in principle and do precious little about. But why not instead sell the bookstore to the public? This the publishers have it in their power to help bring about, simply by seeing to it that their output does not find its way into bootleg channels. While the cry is fewer and better books, let it also be more and better bookstores. The enviable state of Germany as regards the output and absorption of books has been the result of a splendidly organized and jealously protected booktrade, unhampered by short-sighted opportunist tactics on the part of the publishers. The book business in America will not improve until we get the booksellers on their feet, and this end will not be served by a desperate attempt to locate new channels. How long are we going to make the bookseller the scapegoat for the ills attendant upon over-production on a vast scale?

Price vs. Fashion

Jane Tower

What is the Influence that Creates and Stimulates Consumer Demand? Price is Far Less Significant than Fashion

OBVIOUSLY the common aim of all publishers and booksellers is to increase the demand for books. Can consumer demand be greatly stimulated by modification in prices?

Is it not largely a fad or fashion? Surely the abnormal interest in the latest book is largely a desire to be "in the swim," to be up-to-date, to be able to talk about the books being reviewed and discussed.

If fashion is an important factor, then the analysis of fashion given by Dr. Paul H. Nystrom to a class I attended at Columbia University has a great deal of significance in the dollar book controversy.

A graphic presentation of this theory is given on the following page.

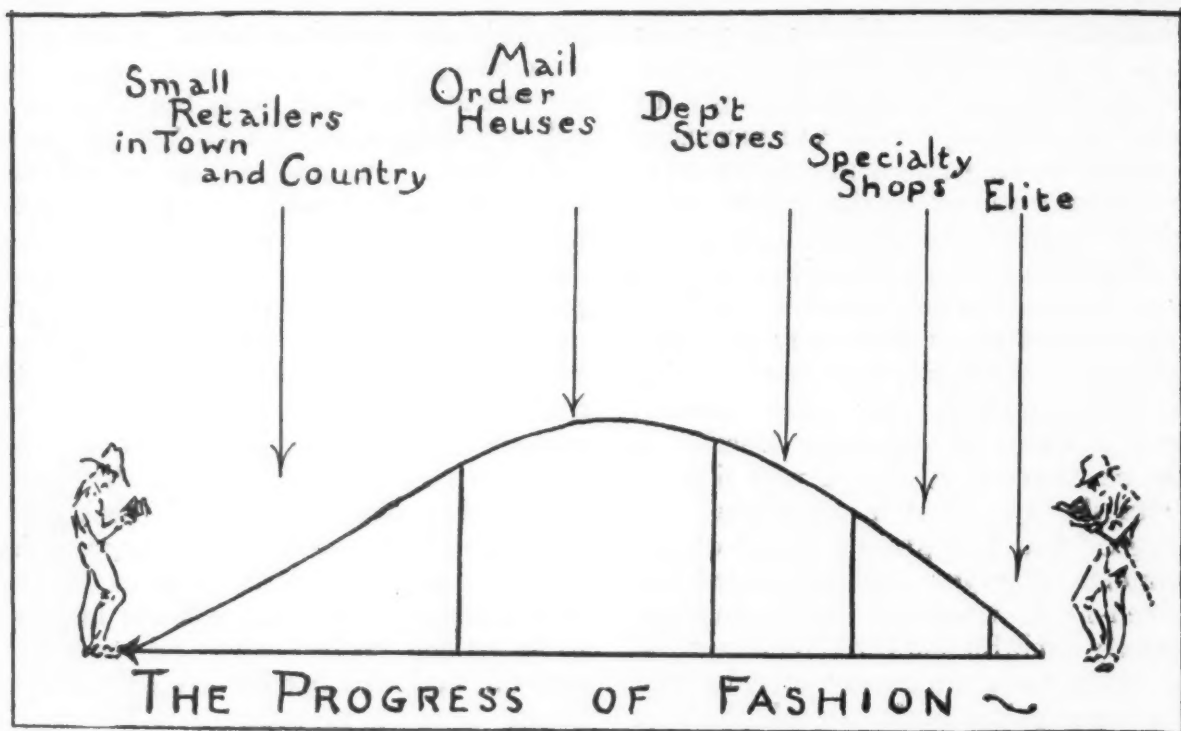
Fashion is represented as an arc that is constantly moving forward on its base. At the extreme right the small segment represents the leaders of fashion, the so called

elite who adopt a style and it becomes a vogue. Once accepted it passes on and is to be found in the specialty shops. Then it appears in quantity production in the Department Stores. The mail order houses give it its modest market and then it dies out in the small country stores.

A fashion that is expensive and difficult to imitate travels through this cycle slowly.

A fashion that is easily and cheaply reproduced goes like a flash and dies out.

It is therefore evident that any commodity that travels slowly builds up in the larger segments of the circle a mounting desire that will mean far more extensive sales than a commodity that has only a passing and easily satisfied interest. A commodity that is almost unattainable is the thing the average wants. The years in which automobiles were for the wealthy



When applied to books the cycle of fashion has a good deal of significance. The large success of the Star Dollar Library and the reprints is not so much a matter of price as of the ultimate satisfaction of a delayed consumer demand, created by fashion

built up a consumer demand that Ford cashed in on. It is significant that Ford's sales diminished when his commodity seemed cheap because it looked cheap and he had to scrap his models and put on the market a model that compared more favorably with the fashions in the smaller segments of this fashion curve. Americans want to appear able to buy the best.

Another illustration of the failure of cheapness is in the moving picture business. As a novelty cheap movies were a success. In order to hold interest and prestige it became necessary to glorify the movies and raise the prices. The dollar movies are now the successful movies. The unthinking crowds want to seem to be able to afford the best. Their judgment of what is best is largely determined by fashion, by what others are doing.

When applied to books the cycle of fashion has a great deal of significance. A period of delayed satisfaction piles up consumers' demand, sometimes to remarkable heights.

The 200,000 sale of "The Story of Philosophy" at \$5.00 whetted the appetite for the dollar edition. The most successful Star Dollar books are the ones that were the most successful in the higher priced

editions. All the advertising of the higher priced edition was preparing the future market of the Star Dollar books. To assume that any successful reprint would have been just as successful if originally published at a low price is to ignore the cumulative effect of unsatisfied desires.

If cheapness was a very significant factor then we would find *Everyman's* in every bookstore. *Everyman's* is bought by booklovers who are not swayed by book fashions. If cheapness were a factor then cut price sales would be more successful. Price is far less significant than fashion—the book of the moment. Prestige is a considerable factor in creating demand. If Dollar Books are marketed by Department and Drug Stores and are grouped with remainders the prestige of these books will be sure to suffer and the sales likewise.

The reason Americans do not buy millions of books and do buy millions of automobiles is just because they want automobiles and they are not so greatly interested in book ownership.

Our job then is to increase the public interest in a demand for books and questions of price will be of secondary importance. We cannot cut this Gordian knot by as simple a method as price-cutting.

The Booksellers' Problem of Book Selection

Sarah T. Ball

Of Ball and Wilde, New York City, Lecturer on Book Selection in the Columbia University Summer Course for Booksellers

AN abnormally high birthrate of books, and consequent high mortality, has prevailed in the past year. Until the publishers cut down the output the booksellers must use greater care in controlling their purchase totals and selling titles, else they will show diminishing profits which in turn will react against the publishers.

A number of the customers of our store have recently commented on the large quantity of remainders that are being displayed in the drug stores. The publisher who takes losses on remainders possibly envies the retailer for a smaller loss on the same book. He may fail to realize that the bookstore combines the losses of the unsuccessful books of over fifty publishers. Even a few copies here and there of each publisher's failures when multiplied by fifty publishers becomes a real burden.

In each years output hundreds of books were launched on the market with little hope of success. Is there any way of reducing this loss to both publisher and retailer?

Years ago when I was with the U. S. Rubber Company, I was much impressed with the way in which they handled a marketing problem. Golf balls were to be added to the line. The Research Department was given the problem of determining what kind of golf ball was needed. Should it be cheap, medium priced or high priced? How should it be marketed? Over six months was spent in a preliminary survey before the ball was put on the market. All the important golf clubs were visited. Golf experts and greens keepers were interviewed. Competitors' products were studied. No angle of the marketing problem was neglected. The ball that was manufactured had a fair chance of success.

Dealers could buy with some confidence.

Publishing in the last analysis is a manufacturing and marketing problem. Research on such a scale may be impossible but who will deny that many books are published whose chances of success have not been closely analyzed by the publisher? "The organization must be kept going and it costs the same to market 100 books a year as it does 50." The cost may be the same to the publisher but the retailer who is asked "at least to represent this title" carries an unfair loss on books that should not have been published.

This brings us to the problem of selection. Is there any basis for selection other than a hunch? Can a buyer analyze a book before publication and in the cool light of reason form a fair opinion of its chances for success and the hidden factors which doom it to failure and which in retrospect are often so easy to recognize? If analytical buying could be done the bookseller would reduce his losses and the publisher find a much smaller market for doubtful books. The present output of books, however, with buying of necessity done in haste, makes this just another Utopia.

Over a period of years, a buyer develops a technique built on failures and successes. These accumulated memories and impressions, often too vague to be recognized, determine the buyer's attitude toward each new book.

Wishing to show my class at the Columbia University Summer School how a buyer consciously or unconsciously judges a book, I attempted to gather together all the factors that affect one's judgment of a book, favorably or unfavorably, to discount impressions, sales talk, hunches and emotions and see what a little bit of research would do.

The first time this analysis was attempted in class a forthcoming book was presented by a salesman and put through the analysis. The salesman had high hopes for the book. His sales talk was excellent. Negative factors, however, developed as the analysis proceeded and the consensus of opinion was for conservative buying. The actual sale later on justified this pre-publication conclusion.

I shall now attempt to explain the "Book Buyer's Analysis" as it is presented to my class at the Columbia Summer School which meets again this year for three weeks in July.

The main divisions of the analysis are as follows:

1. Advertising.
2. Author.
3. Subject as a factor.
4. Physical characteristics.
5. Economic factors.
6. Literary Standing.
7. Psychological factors.
8. Probable sales distribution.
9. Intrinsic worth.

The elaboration of each of the divisions follows. In class the analysis is used to test out a given book. For this article in the *Publishers' Weekly* I am limited to a general discussion of the subject.

1. ADVERTISING.

Publisher's Policy.
 Publisher's plan for this book.
 Advertising mediums.
 Dealer's helps, etc.
 Book Club selection.
 Prize book.
 (For re-orders).
 Still being advertised.
 No longer advertised.
 Stock item.

A few books may sell without much advertising but it is well to be wary of books that are not backed by some one else's belief expressed in a sound advertising policy. Regardless of the personal appeal made by the book itself stop to consider what you know of the publisher's success as an advertiser. This does not mean that the large established publisher is the only successful advertiser. In fact the publisher with the small line who pins all his hope on a few books may give more concentrated and more successful advertising than the larger

house that spreads its advertising thinly over a large line and in trying to be just to so many books, fails to make a lasting impression for any or for only a few titles. Unfavorable impressions of a publisher's advertising policy as a whole may be offset by a special plan for the book in question. The publisher who carries on with a successful book is the bookseller's friend. The book that sells for two or three years is the book the store will never get caught with. Many publishers are satisfied with a short sale and a merry one and when a book is well started and has become profitable will kiss it good-bye and treat it like an orphan. They stop advertising just at the time when sales resistance is at a minimum. One striking exception to this practice was the time when Simon and Schuster began a re-advertising campaign on "The Story of Philosophy." The sales had reached 100,000 and the curve was down. Full page advertisements in the *Times* and *Herald-Tribune* turned the sales curve up again to top 200,000.

Books which fill a very real need will sell almost regardless of the advertising. Books that are talked about are less dependent on advertising. This, of course, accounts for the store success of many club books. The large distribution secured by the book clubs has fulfilled the old-fashioned purpose of the manufacturer's samples. If publishers could scatter samples of their books—exciting chapters, provocative jackets or what not—we would see higher sales all along the line. The sense of touch has been proved the most effective method of clinching a sale. Insurance salesmen present the prospective client with a policy to carry home and handle. It is worthless but convincing. We need to have books handled and talked about.

Second in importance in buying is the author. The outline that follows is perhaps self-explanatory.

2. AUTHOR.

First book.

Author unknown.

Author well known.

Author's following indeterminate.

Author known locally.

Has had other books published?

Previous sales from publisher's standpoint.

- Large.
- Medium.
- Small.
- Variable.
- Of long continuance.
- Previous sales in the store.
- Public interest as reflected by sales.
- Steady.
- Growing.
- Diminishing.
- Variable.
- Generation best known to
 - Elderly people.
 - Middle-aged.
 - Present generation.
 - Children or young people.
- Group following
 - Racial.
 - Religious.
 - As affected by the subject matter.

The greatest danger point for the inexperienced buyer is the expectation of increasing sales from a well-known author. The "law of diminishing returns" seems to be the usual thing rather than the exception. Here is where it is necessary to discount sales records and sales talk in judging a second book by an author who made a great hit with his first book. How few successful authors maintain the same high average! Sometimes an author of diminishing sales comes back as did Tarkington in "The Plutocrat" but a single comeback does not diminish the danger of a slump next time. The sales graphs of Erskine, Cabell, H. G. Wells, Ralph Barton, Arnold Bennett, Edith Wharton, and Emil Ludwig would be illuminating if publishers would compile them!

Sections 3, 4, 5 and 6 in the analysis hardly need comment. The importance of the physical make-up of books is generally recognized and yet we often see books that are handicapped seriously by bad jackets, inadequate blurbs, etc. The book with a jacket of a color that swears at every other book will not get its fair share of window display. The publisher sees the book as a unit and passes on it as such. I remember one book whose color kept it out of our window. It was beautiful as a unit but impossible in a window unless one were color blind. Oversize books are also handicapped by being shelved in out of

the way places. This is especially true of fiction. "There ought to be a law!"

3. THE SUBJECT AS A FACTOR.

- Range of interest.
 - Universal.
 - Limited.
 - National.
 - Local.
 - Ephemeral.
 - Out of date.
 - Indeterminate.
- Probable effect on sales.
 - Favorable.
 - Unfavorable.
 - No appreciable effect.
 - Uncertain.

4. PHYSICAL CHARACTERISTICS.

- Display features.
 - Well suited.
 - Average.
 - Handicapped.
- Format.
 - Printing and paper.
 - Binding.
 - Other features.
 - End papers.
 - Illustrations, etc.

5. ECONOMIC FACTORS.

- Sale price.
 - High priced.
 - Medium.
 - Low.
 - Not in proportion to probable market.
- Collector's item.
- Discount.
- Favorable.
- Average.
- Unfavorable.

6. LITERARY STANDING.

- Classic.
- High standard.
- Popular.
- Mediocre.
- Of no consequence.

Section 7 is probably the most fruitful place in which to dig for the intangibles that make or break a book. Here are "the little niggers in the wood pile" that upset so many glorious expectations! And here also are the elusive things that make a book "catch on," the things that make authors and publishers rich over night and that help booksellers to cover up the losses

on the rest of the books in the store! By the way, did anyone ever hear of a retailer of new books stepping into the millionaire class along with the publisher and authors whose fortunes they help build?

And now to return to Section 7. The most important favorable factor, the thing that rolls up sales in the hundreds of thousands is just plain curiosity. It was back of the sale of "Main Street," "Jurgen," "Bridge of San Luis Rey," "The Specialist" and dozens of other best sellers. With curiosity satisfied, it is inevitable that there should be reduced sales on succeeding books by the same author. How many people read "Main Street" out of curiosity and hated it so much they couldn't be induced to read another Lewis book? How many people understood "Jurgen" or "The Bridge of San Luis Rey?" From the maximum sale reached by an author the following deductions should be made:

Certain percent who did not like it.

Certain percent who did not understand it.

Certain percent who read it to be in the swim.

Certain percent who liked it but would not care to read another by the same author.

Authors who maintain a steady advance in each successive book overcome their losses by gathering a widening circle of admirers. Galsworthy is a notable example of this.

7. PSYCHOLOGICAL FACTORS.

Prejudices.

Racial.

Religious.

Political.

National.

Local.

Class.

Group, etc.

Sex. Censorship possible.

Curiosity.

Ethical standard.

Fashions and fads.

Favorable.

Unfavorable.

Reaction against excessive popularity.

Slump in interest in a second book.

Choice of title.

Favorable.

Unfavorable.

Of no consequence.

Translation.

8. PROBABLE SALES DISTRIBUTION.

Sex and age limitations.

Men primarily.

Women primarily.

Boys and Girls.

Adults.

Children.

Subject as a limitation.

Economic limitation.

9. INTRINSIC WORTH.

Scholarly.

Popular.

Indeterminate.

Fills a need.

Duplicates other satisfactory books.

The tendency of publishers to follow the great success of one book with an outpouring of books of the same type is one of the most difficult situations from the bookseller's point of view. Excessive imitation seems to kill the goose while the golden egg is being laid. One successful cross-word venture and a number of publishers follow suit, with the result that the public gets satiated. One successful Sabatini and every publisher launches a book "as good as Sabatini." One "All Quiet on the Western Front" and our shelves are groaning with war books, many of which may be worth publishing, but the public is bored. Strachey and Ludwig popularized biography, and customers now comment on the fact that "no one is too insignificant to be written about now."

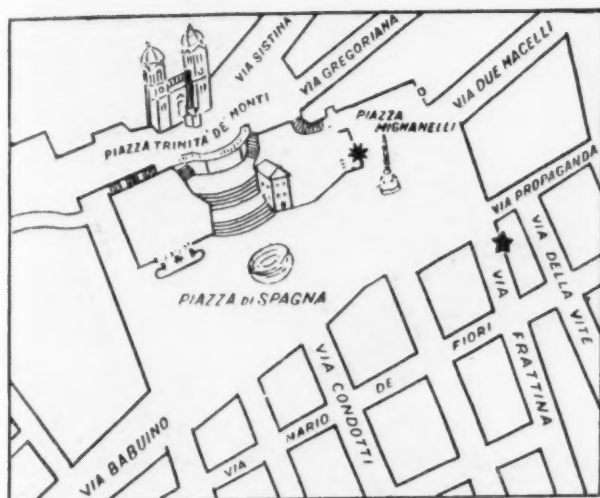
And so we come back to the problem of book selection from the bookseller's point of view.

I try to impress on my class that there is no royal road. That rules cannot be laid down. It is not safe to be dogmatic. What succeeds in one store may be a failure in another. Granted that a buyer has a thorough understanding of the local market conditions, then the only sensible policy to pursue is to try to see each book from as many angles as possible, in relation to local conditions, and above all to be sensitive to the negative factors that lie hidden back of each and every failure.

Warner's Bookshop

Molly Thynne

author of "The Draycott Murder Mystery"



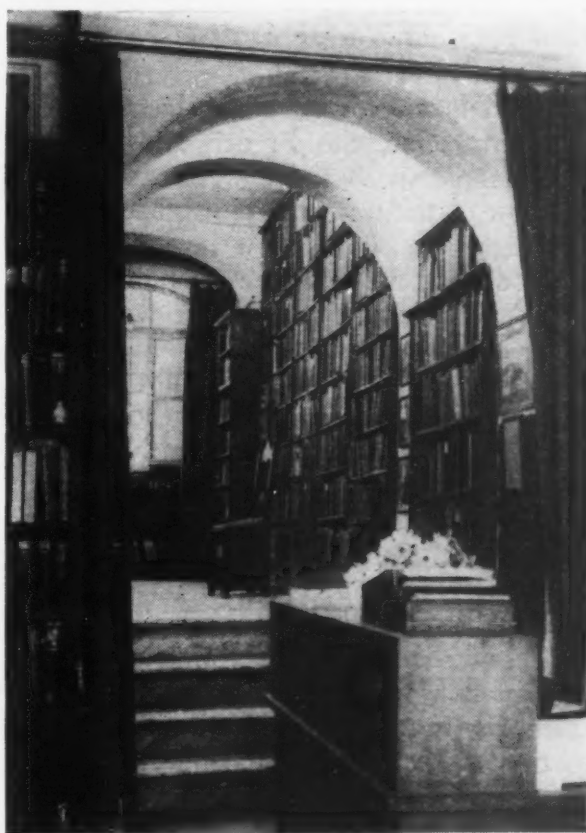
The five-pointed star to the right marks the location of Warner's Bookshop at 3 Via Frattina. The American Express office is indicated on the Piazza Mignanelli

THE success of Warner's Bookshop and Circulating Library in Rome was assured from the beginning. Apart from the many English-speaking residents in Rome who are, naturally, anxious to keep abreast of the literary movements of the day, both in the United States and Great Britain, there exists a large colony of people who come yearly to Italy in search of the sun and who regularly spend three to four months in the Eternal City. Added to these is a floating population, consisting principally of American tourists.

Warner's Bookshop and Circulating Library caters for each of these three classes. The resident, by paying a yearly subscription of 100 lire, can take out one book at a time and, if it is not a book greatly in demand, may keep it for fifteen days or change is as often as is desired. Books much in request may be kept for seven days only. The subscription for two books, on the same terms, is 150 lire; for three, 200 lire etc. A deposit of 25 lire is asked from all new subscribers, to safeguard the library against the possible loss of books, but this is returned to the subscriber when the subscription expires.

Those who are only passing the winter in Rome are provided for by the shorter subscriptions, ranging from that of a month costing 15 lire for one book to that of six months, at 60 lire, while the tourist spending only a few days in the city, can take out a book for a week, changing every day if he likes, for the sum of 6 lire.

In addition to the circulating library, a reading-room, well stocked with newspapers and magazines, enables the subscribers to sit in comfort and absorb the news of the day at their leisure, while, last but not least, there is the bookshop, where may be bought at a reasonable price, not only the standard works on Italy and the guide books so dear to the traveler, but all the newest books published in England and America. Warner Bishop has here scored his greatest triumph.



The succession of arches and the different room levels make this an attractive interior



A reading-room well stock with newspapers and magazines invites the visitor in Rome to enjoy the comfort and atmosphere of Warner's Bookshop. The Circulating Library shelves are in constant use. The tourist, spending only a few days in the city can take out a book a week, changing every day if he likes, for the sum of 6 lire.

There has never been any lack of bookshops in Rome, the French and German residents being specially well catered for. At most of these shops English books could be bought, but, with a few exceptions, only those dealing with Rome or published in the Tauchnitz edition. There was even a small English library.

But certainly without a doubt all these were woefully inadequate and the English-speaking public had perforce to be content with them, either sending home for their reading matter or paying through the nose for books that had been already read and discussed months before in the countries in which they had been published, for any book ordered through a Roman bookshop was many weeks on its way and the price asked for it was usually quite out of proportion to the rate of exchange.

Warner's Bookshop aims at getting, not a few, but all the newest books on the publisher's lists and, what is a still greater achievement, actually succeeds in placing them on the shelves simultaneously with their appearance in England and the United States.

It is not to be wondered at that the venture has proved such a marked success. When the Bookshop and Circulating Library were opened on January 11th, 1927, seventy-five people attended the inaugural tea to which the subscribers were invited. But the small and inconspicuous quarters in the Piazza Mignanelli soon proved too constricted and when, early in January, 1928, it was moved to its present position at 3, Via Frattina, over two hundred people were present at the tea given to celebrate the occasion.

Pacific Coast Transportation

OUT of the Convention at Los Angeles has come the resolution that concerns the matter of transportation to the Pacific Coast cities. While this resolution is directed to the publishers, the question of reducing freight costs will undoubtedly be a matter that must be solved by the booksellers. At the present time the Pacific Coast is working on a water freight rate of \$1.75 per hundred and if on a contract of the Intercoastal Conference, this rate is reduced to \$1.50 on less than carload and \$1.00 on carload shipments.

One objection to water freight has been the time schedule of the freight steamers to the various ports of the West, and this service has been used by certain booksellers, and mainly by the distributors of the publishers.

Recently the Western Traffic Conference held their annual convention in San Francisco, and one of the results of this Convention should be of interest to all booksellers and publishers having depositories on the Pacific Coast.

The Western Traffic Conference is a non profit association made up of the Traffic Managers of 100 principal distributors on the West Coast. The object of the Conference is the consolidation of commodities into carload lots thereby effecting a saving in freight rates. Of its 100 members 28 are directly concerned in the shipment of books out of Boston and New York. In 1929 the WTC directed 18,000,000 lbs of freight through the Panama Canal with a saving not counting individual carloads, of over \$100,000 to its member's firms.

The operation of this Conference is simple. Members specify on their orders that the shipment be marked WTC to their port, and the Bill of Lading carries the designation *Ultimate Consignee Western Traffic Conference*. The shipment is sent to the steamer and is included with the other WTC shipments. When the steamer sails the total tonnage of the classification if it makes the carload 12,000 lbs is billed to each individual consignee in

the regular way at \$1.10 per hundred instead of \$1.50 the regular LCL.

At this Convention a new group was started, that would include booksellers and publishers, without the necessity of becoming regular members of the WTC. This group to be known as the *Book Consolidation Group* of the WTC, with all the privileges and benefits of consolidations and rate savings. Harrison Leussler of Houghton Mifflin Company, San Francisco, was appointed Chairman of the Group, with the right to one vote at the Conference meetings. For the coming year the Dollar Steamship Company was designated the official routing of item 2714, which includes books, sheet music and patterns made of paper.

The Dollar Steamship Co. is a U. S. mail line running fast express passenger steamers from Boston and New York with fortnightly sailings. Their ships leave port and arrive on time. The time from New York to Los Angeles is 17 days, San Francisco 19 days. The time for freight steamers is from 29 to 31 from Boston to San Francisco. While there are lines with weekly sailings it has been found that the express service overcomes the fact that shipments are made every two weeks. While one sailing is delayed, the arrival time in San Francisco is the same day, as another ship that had left Boston five days ahead.

Booksellers and publishers are invited into this *Book Consolidation Group*. Application can be made to Harrison Leussler, c/o Houghton Mifflin Co., 612 Howard Street, San Francisco, California.

Following is the list of present members making shipments of books to the West Coast through the WTC.

Houghton Mifflin Co., San Francisco.
Sherman Clay & Co., San Francisco.

City of Paris Dry Goods Co., San Francisco.

The Emporium, San Francisco.

Raphael Weill & Co., San Francisco.

Hale Brothers, San Francisco.

San Francisco News Co., San Francisco.

Bullock's, Los Angeles.

(Continued on page 2930)

THE Publishers' Weekly

The American Book Trade Journal

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June 14, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Copyright

AS the *Publishers' Weekly* goes to press word is received from Washington that the Committee on Rules, having voted that the Vestal Bill for copyright revision shall be considered on the calendar of this special session, the House proceeded to its consideration with every prospect of a favorable vote when a point of order raised by Senator Busbee of Mississippi compelled postponement until next week. It is confidently expected that the House of Representatives will vote favorably on the bill before adjournment. If this program is carried forward, June, 1930, will be a red-letter month in the history of American letters as the time when, after decades of hard work for the great ideal of international copyright and several years of arduous labor on this particular bill, a legislative step was taken which, when supplemented by passage in the Senate and by the approval of the president will put the United States where it belongs—in the family of nations known as the "International Copyright Union."

This is a consummation devoutly to be hoped for, and, as soon as the word comes that the bill is finally on the floor of the

Senate for vote, every author, bookman and librarian should write promptly to the senators of his state and any other senators he may know asking for its immediate passage. No bill of such far-reaching effect can be a perfect piece of drafting, but those who have carried the work of coordinating the interests of all those who create and use literary, musical and artistic property have produced under the continuing support of the Patents Committee, a law which will be a credit to the nation and a momentous advance in American copyright practice. It is to be hoped that next week we can report favorable action of the House of Representatives.

The House Favors Buying Incunabula

ON June 9th the House of Representatives unanimously passed the bill authorizing the expenditure of \$1,500,000 for the purchase of the famous Vollbehr Collection of Incunabula, including the Gutenberg Bible, which will become, if this bill passes the Senate, one of the prized treasures of the American nation. It is undoubtedly the sentiment about this great book that created such an impression in favor of the purchase of this collection that the natural caution of Congress against a new type of expenditure was overridden. Great credit is due to Congressman Ross Collins of Mississippi, who gave this legislation his devoted attention for months and who rallied to the support of the bill enthusiastic messages from all over the country.

The House Committee on Libraries reported the bill out without recommendation saying that, "In view of the fact that this purchase, by reason of its magnitude, would embark us on an essentially new policy, with limitless possibilities, your Committee feels the full responsibility should be that of the House itself." The report pointed out that the current appropriation for books for the Library of Congress was \$130,000 and there was a palpable need for technical and professional books at the library.

It is believed by those who have so enthusiastically sponsored this idea of purchasing the Vollbehr Collection that the Library of Congress can become even more of a national Library than it is and that

this will partly be brought about by the interest taken in its special treasures, the importance of which the whole country can appreciate. The presence in the national Library of a collection of these great books of early printing, including one of the few vellum copies of the Gutenberg Bible, whose estimated value is \$600,000, will undoubtedly help to create a new popular as well as a scholarly interest in the growing collections of this great institution.

Hidden Merits

ONE of the functions and one of the pleasures of bookselling is for the salesman or store owner to select some book of special delight among the season's product and to make the store responsible for a real public appreciation of that book. Reviewers may have to place the strongest emphasis on books for which general interest can be forecast in advance. The columnist can only touch on a book a day and has to pick the high spots. But booksellers can make a little more leisurely approach to books by their own reading or by checking up publicity material and thus find items that it would be a special privilege and pleasure to promote. Many booksellers have enhanced their reputation and added to their pleasure of doing business by just that method.

Production

"INDUSTRY now has a productive capacity far in excess of what the consuming public, domestic or foreign, is able or willing to buy," says an editorial in the *Business Week*. "This excess capacity represents heavy investments in machinery and equipment on which carrying charges remain fairly constant regardless of output rates. So prices have, in many cases, been hammered to pieces to push distribution."

Thus for industry in general. Book production is also one of the industries in which the perfecting and installment of machinery makes it easy enough to manufacture far more books than the public can possibly absorb. The government's figures on production indicate that there are double the number of books printed now over ten years ago. There are certainly twice as many publishers, and we believe more than twice as many book outlets.

Distribution has rapidly increased, but the presses worked still faster and the market has been flooded with remainders until they have become a menace to the new books as they did in the crucial times of fifty years ago.

One of the unexpected things in the recent discussion about price levels has been the assumption on the part of so many editorial writers that the book business has not increased. This is far from being the case. The expansion has been continually on the up curve, but the machine can always take control of the situation and produce books faster than they are demanded.

The New Population Figures

THE first information from the new Census will be the reports of American growth, and as city growth has been rapid there will be much more stimulus to retailers who can see in the evidences of enlarged population an assurance of more business. There is no complete accurate figure as to how much local book business there should be in a city of a given population but some one has estimated that it averages about \$1.50 per capita. The bookseller can take the new population figures and try to estimate whether he and his local competitors together are getting all of the business there should be out of their city. California, which is passing the two million mark, has already justified this growth in the rapid extension of its book purchasing power.

English View on Limited Editions

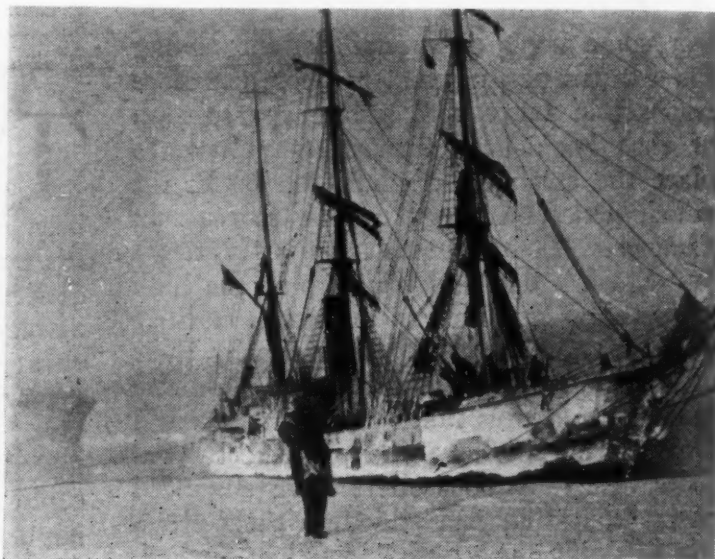
ENGLISH trade opinion on the future demand for limited editions is found in a recent issue of the *Publishers' Circular* of London. One of the editors says: "Those booksellers who believe that the public buy the limited edition solely for the love of a superior book are sadly wrong. Twenty-five percent may do so but at least seventy-five percent buy it with the hope that they will make money from it. Never in the history of the trade has there been such a golden harvest for every one as the limited issue boom. The American crash certainly proved a temporary stoppage. This crash also upset the first edition market."

A Library Returns from

A WELL-WORN library will sail into the port of New York next week aboard the good ship *The City of New York* under the command of Richard E. Byrd. Twelve hundred books that left with the expedition for Antarctica crisp and new, come back seasoned with the romance of months' association with men who have accomplished a great purpose and lived high adventure. There were the long months of polar night when little work could be done and life was cramped and limited. The crew could only wait for the break in storms and slight relief from the deadly cold that would allow the flight of a few hours to the pole and the short flights for exploration—months of waiting and confined living for men whose natures demand action.

The base was established with the ship tied up at the ice barrier; every possible task was accomplished before work became impossible and then, nothing to do but wait. The library soon became the center of life at this outpost of adventure in Little America. The room was shelved on three sides with fiction, classics and reference books in classified sections. In one corner stood a round iron stove, and plenty of comfortable chairs, with good lighting, made an inviting and pleasant room for recreation or study. There were several hundred volumes of fiction, both modern and from the classics of all literature, and the reference shelves offered almost any subject desired. The men felt that the period of hibernation offered an opportunity for study and sufficient time to cover a weighty subject, seldom to be enjoyed at home. The Harvard Classics and *Encyclopedia Britannica* came in for hard usage. Of course, the polar library was unusually good and the

history of exploration was a favorite subject among the men. Detective stories were popular, as usual, and adventure yarns helped to relieve the tension of waiting for the first signs of spring. The works of Nansen, Peary, Greely, Amundsen, Rasmussen, Charcot, Scott, Shackleton, Mawson and Garrard were included. These tales of early polar adventure that recount almost unbelievable hardship, offered a con-



Above is The City of New York tied up at the ice barrier. Below, a snap-shot of a corner of the library with Harold June, Bernt Balchen, Admiral Byrd, A. U. Parker and D. C. Smith in for the evening.

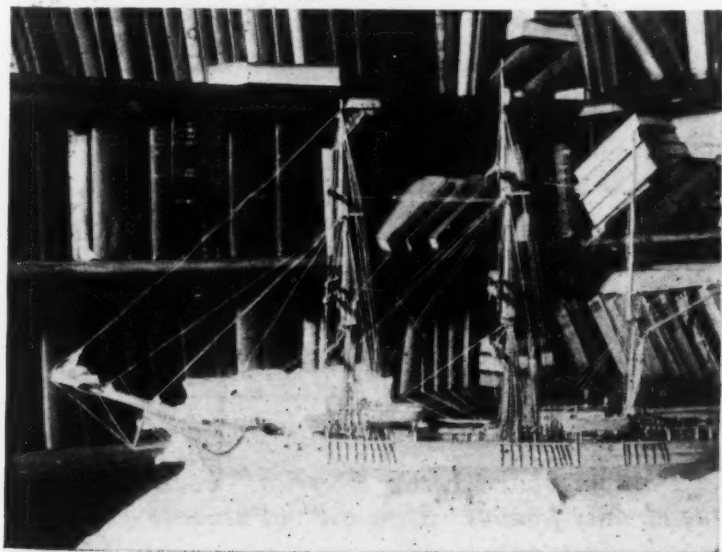


the Bottom of the World

These snap shots of the expedition's library were released to the Publishers' Weekly by George Black through World Wide Photos.



Above is another corner of the library with Dr. Gould, Willard Van de Veer, Joe Rucker and A. U. Parker, seriously engaged. Below, Chris Braathan's model of The City of New York which kept its maker so busy he didn't open a book.



trast to the conditions of these men who were in daily contact with the world at large and who were handsomely equipped with every modern convenience which could possibly be included in the expedition's outfit.

In the realm of fiction, the most widely read author was Donn Byrne with Joseph C. Lincoln as a close second. Byrne's poetic fancy seemed to strike a note of response in almost everyone on the expedition. "Messer Marco Polo" was in such great demand during the early part of the long winter that when "Field of Honor" was published, last September, special copies of the first edition were dispatched to the expedition's base in Antarctica.

W. H. Hudson's "Green Mansions" was the most read book, probably because of the contrast of its setting to the polar ice fields. Conrad, Mark Twain and Tarkington were well read, but Kipling and Dickens hardly at all. The most popular single volume of reference was the World Almanac. Several sets of text books bore the brunt of usage for serious reading, and varied selections from Everyman's Library enjoyed great popularity.

It was not long, after digging in for the winter, until discussions and debates raged over authors and subjects. Many an evening smacked more of a New York or London literary evening than an explorer's base thousands of miles beyond the boundaries of civilization. The Commander is a shark at philosophy and his technical meat is aviation. Many of the men are authorities in their various fields. Like magic, a subject would get started over the after supper cigars and pipes and the evening would be on. It was a learned crew of men, and an evening was quite likely to as-

sume no mean intellectual proportions. They are scholars and adventurers, and adventurers do not take all of their evening's chat from between the covers of books—first, one book would fall to someone's knees as a half forgotten tale was recalled that demanded retelling on the spot. This set the stage for another kind of evening in the library.

The winter passed and it was time for action. It was a cold spring, but months they had been waiting for it to come. The flight was accomplished. The adventure

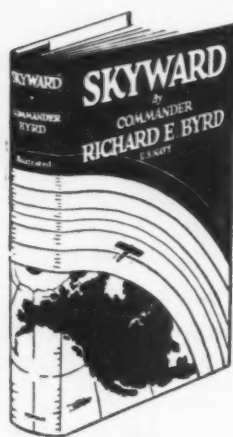
was successful, so back to the North where new books would be written about these men who spent their winter of waiting with books. So it goes.

Still a library of books that were tossed about in bunks, chuckled over in arm chairs at the bottom of the world and which were sworn over and at by men who took them along on an adventure that makes a story as enduring as the classics among them, comes back seasoned and a little musty aboard the good ship The City of New York.

Byrd Returns June 19th

America Is Waiting For Byrd's Story of the South Pole Expedition

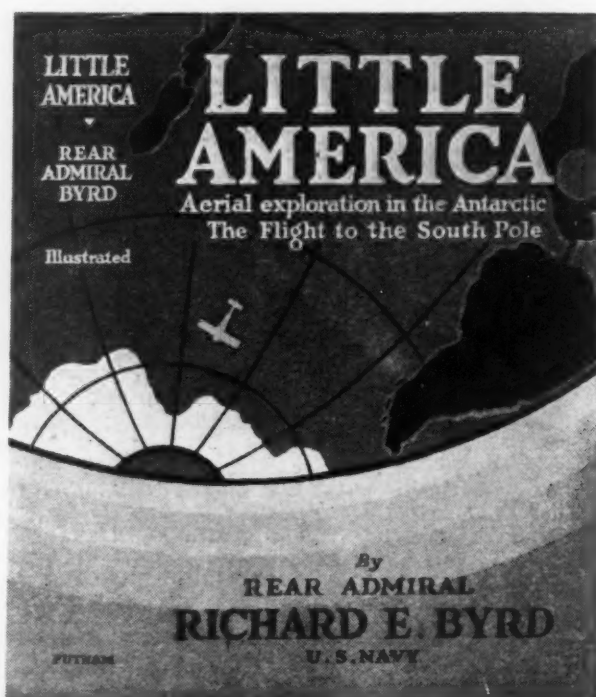
JUNE 19th will be one of those days that go into the history of New York's famous receptions. Rear Admiral Richard E. Byrd returns from Little America



after an expedition which has been watched with more general interest than ever before displayed in a polar expedition. For two years the Byrd Expedition has been continuously on the front pages of leading newspapers throughout the nation, and today, with the famous Commander's long anticipated return, America is

awaiting his story of the South Pole.

After the reception in New York, he will proceed to Washington on June 20th. He will be there only one day and then to Richmond for the 21st, Winchester, Virginia on the 22nd and back to New York for the Chamber of Commerce luncheon and dinner in honor of Balchen in Brooklyn on the 23rd. On June 24th he will be received by the Governor of New York, at Albany. He will be back in New York City for the 25th and 26th, and will



be received by the City of Boston on the 27th. On July 1st, Philadelphia will have its chance to honor the Commander, and from there he will return to New York where he will remain until July 7th.

G. P. Putnam's Sons, Rear Admiral Byrd's publisher, announce that the story from the Antarctic will be published soon under the title, "Little America."

Until the publication of the Putnam book "Little America," book-sellers might again feature the already famous "Skyward" (Putnam) to good advantage.

May Best Sellers

OUTSTRIPPING all the recent books in popularity, "Cimarron" again heads the Best Seller List. A longer selling period has brought "Rogue Herries" up to second place, while "The Door" continues to sell well in third. Four books by prominent authors hold their positions in the middle of the list, and three older ones, "Coronet," "Young Man of Manhattan," and "Golden Dawn," competing for tenth place, lost to "Long Hunt" by James Boyd. Eighth on the list is "The Selbys" by Anne Green which has found instant favor with the public. With the announcement of the Pulitzer Prizes, the renewed interest in "Laughing Boy" by Oliver LaFarge placed it ninth in a short time. Among the books too recently published to gain large sales in May but probably best sellers are "The Scarab Murder Case," "A Candle in the Wilderness," "What Happened to Forester" and "The India Rubber Men."

The best selling non-fiction book is still "Byron," while "Grandeur and Misery of Victory" and "The Strange Death of President Harding" hold second and third places respectively as in April. New comers on the list are "The Green Pastures" by Marc Connelly at fifth, "Mata Hari" by Major Coulson at seventh, and "Toward Civilization" by Charles A. Beard at ninth. These have taken the place of three of the most popular books of the last few months, "The Art of Thinking," "The Christ of Every Road," and "Is Sex Necessary?" Close rivals for a position were Mencken's "Treatise on the Gods" and Fulop-Miller's "Power and Secret of the Jesuits."

FICTION

- Ferber. "Cimarron." *Doubleday, Doran*, \$2.50
 Walpole. "Rogue Herries." *Doubleday, Doran*, \$2.50
 Rinehart. "The Door." *Farrar & Rinehart*, \$1
 Deeping. "Exile." *Knopf*, \$2.50
 Wilder. "The Woman of Andros." *A. & C. Boni*, \$2.50

- Hergesheimer. "The Party Dress." *Knopf*, \$2.50
 Roberts. "The Great Meadow." *Viking*, \$2.50
 Green. "The Selbys." *Dutton*, \$2.50
 LaFarge. "Laughing Boy." *Houghton Mifflin*, \$2.50
 Boyd. "Long Hunt." *Scribner*, \$2.50

NON-FICTION

- Maurois. "Byron." *Appleton*, \$5
 Clemenceau. "Grandeur and Misery of Victory." *Harcourt, Brace*, \$5.
 Means & Thacker. "The Strange Death of President Harding." *Guild Pub. Corp.*, \$3.50
 Durant. "The Story of Philosophy." *Garden City Pub. Co.*, \$1.
 Connelly. "The Green Pastures." *Farrar & Rinehart*, \$2
 Beard. "The Rise of American Civilization." *Macmillan*, \$3.
 Coulson. "Mata Hari." *Harper*, \$3.
 Ludwig. "Lincoln." *Little, Brown*, \$5.
 Beard. "Toward Civilization." *Longmans, Green*, \$3.
 Wells. "The Outline of History." *Garden City Pub. Co.*, \$1.

JUVENILES

- Hillyer. "A Child's Geography of the World." *Century*, \$3.50
 Twain. "The Adventures of Tom Sawyer." *Grosset & Dunlap*, 75c.
 Hillyer. "A Child's History of the World." *Century*, \$3.50
 Burgess. "The Burgess Seashore Book for Children." *Little, Brown*, \$3.
 Hagedorn. "The Book of Courage." *Macmillan*, \$2.50
 Milne. "The Christopher Robin Story Book." *Dutton*, \$2
 Petersham. "Miki." *Doubleday, Doran*, \$2.
 Field. "Hitty, Her First Hundred Years." *Macmillan*, \$2.50
 Kelly. "The Trumpeter of Krakow." *Macmillan*, \$2.50
 Miller. "The World's Great Adventure." *Winston*, \$2.

The American Booksellers' Association 1900—1930

Executive Offices

35 East 20th Street, New York City

To increase the value of the bookstore to the community; to promote friendship and fraternity throughout the trade; to strive for aims and purposes which may be for our mutual welfare and for better service of the public.

THE book industry has suddenly been confronted with another new method of merchandising. To a large extent, particularly from the point of view of the retailer, it has been caught unprepared. Whether or not the changes in price policy recently adopted by four publishers may be of future benefit to the bookselling fraternity, there is little doubt that the suddenness of the act has brought about a chaotic condition. It seems incredible that large manufacturers in any field should make such a revolutionary change without first consulting their retail outlets and giving them an opportunity to organize their individual businesses in order to meet the new condition. Obviously, such an opportunity would have enabled the bookseller to study the possibilities of the situation and reach a definite conclusion, in his own mind at least, as to whether he might be participating in a step forward, or no.

As it is, the bookseller is puzzled as to what he may do with the stock on hand. It is simple enough to inform him that he ought to take those books which he cannot sell and throw them all on a table at a dollar, but he has purchased, as well as he was able, from the publishers' spring lists; those books are the ones that are now on his shelves; will his buying public buy books that are a month or two old at \$2.00 and \$2.50 with new books coming at \$1.00? Will they, in fact, buy new books from him at \$2.00 and \$2.50 if they are "just looking for a book" and there are other novels at a lower price? These may be books of other publishers and the bookseller has an obligation to those publishers who have refrained from placing him in

this awkward position. From the correspondence that has already reached this office (and there has never been a time in the history of the office when its mail has been so heavy) it would appear that the retail booksellers generally do not feel that the so-called "dollar book" is likely to supply them with a sufficient volume to enable them to secure a net profit that will equal their present average—which is admittedly not too great.

It has been said that booksellers are always against new departures in merchandising, and that it is only natural to expect that they would not greet this one with open arms. This is a generalization that is not at all borne out by the facts. The booksellers are better merchants than they are given credit for, and are sufficiently keen to aid in the working out of any new plan if they are given an opportunity to cooperate in its inception. But the radical steps that have been taken, as in this instance, are often brought forward in their completed form as a surprise, and naturally enough, not always a pleasant one.

Throughout the Convention, and particularly at the Tuesday morning general forum, there was a great amount of discussion concerning the new outlets in cigar and drug stores. Someone has said that during that discussion the booksellers were "complaining," even though it resulted in the expression of an idea that might aid in better merchandising in our members' stores. Without the "complaining" we could not now be planning a campaign to aid them in building their volume through the sale of remainders and reprints.

The cooperation of the booksellers is offered to the publishers, who do not always take advantage of it. The Booksellers' Association is responsible for the thought behind the formation of the joint board of booksellers and publishers, and if it is possible for the publishers so to organize that they will be able to work out plans for the betterment of industrial conditions through the joint board, the A. B. A. will act in accordance with the findings of that body.

It does not appear that sudden changes are going to be of benefit unless the principal outlets are working in harmony with the producers. The Board of Trade of the A. B. A. has recommended a trade

setup that will encourage this. If the Publishers' Association will give its representatives on the joint board the same cooperation that the booksellers of this country will most certainly give, such changing merchandising conditions can come about

gradually, the publishers will receive a better sale through the retail outlets and the possibilities of trade friction will be eliminated.

ELLIS W. MEYERS,
Executive Secretary.

Boston Booktrade News

Dale Warren

KATHARINE BRUSH, as readers of her short stories will know, is familiar with the inside of a "night club" but I venture to say she has never before witnessed such a scene as took place recently at Boston's popular Cocoanut Grove. Through the ingenuity of Katharine Lyons of the *Herald-Traveler* the doors were thrown open for a luncheon in honor of Miss Brush, whose "Young Man of Manhattan" has been recently filmed and shown to capacity houses. Songs, dances and refreshments were enjoyed by the fifty odd newspaper men and women who gathered to congratulate Miss Brush on her latest success and it is probable that no New York literary tea has ever been characterized by a more spontaneous show of enthusiasm. As a former member of the *Herald-Traveler* staff, Miss Brush learned in no uncertain terms what her former employers and associates thought of her and also had a chance to speak of the value of her early training on the paper. Among those who were present at this unique night-club noon entertainment were E. W. Preston, John Clair Minot, Joe Toye and Marjorie Mills of the *Herald-Traveler*; Karl Schrifftgiesser of the *Transcript*, Charles B. Blanchard of Little, Brown, Claire Sullivan of the *Atlantic Monthly* and Helen McGlade; also Betty White who has recently won the *College Humor* prize for her novel, "I Lived This Story," soon to be issued by Doubleday, Doran & Co.



Everett Dean Martin's "Liberty" and James Truslow Adams' "The Adams Family" are moving well through the Boston stores. Often referred to as the "cradle of Liberty," Boston has also nur-



Katharine Brush, author of "Young Man of Manhattan" (Farrar & Rinehart) in whose honor a luncheon was given at Boston's popular Cocoanut Grove, by the *Herald-Traveler*.

tured a sturdy flock of Adamses, and these two books are what might be called sure bets for the New England territory. Although Mr. Adams bears the name of the celebrated family he is not of it, being descended from a branch that came from England to Virginia. The book is in no

sense partisan: "I wish to make clear once and for all that I am not a New Englander," Mr. Adams points out. "If I have written the story of the Adams family of Braintree it is not because that family was of Massachusetts, but because it is by all odds the most interesting, as it is the most distinguished in America."



Neither Little, Brown nor Houghton Mifflin contemplate the reduction of new books to \$1.00 and \$1.50, believing this policy to be unsound. Reviewing Samuel Eliot Morison's "Builders of the Bay Colony" in the New York *Herald-Tribune* on the date of publication, Lewis Gannett commented: "This is no dollar book; it costs \$5.00 and is worth more."



Bertha Mahony of the Bookshop for Boys and Girls is about to embark upon a very unusual method of interesting large numbers of young people in good books. For the calendar year beginning July 1, she will send special collections of twenty-five books to ten schools, five summer

camps and three neighborhood groups. These unusual lending libraries, which will be changed at monthly intervals, will be known as "frigate" libraries, because of the cargoes of pleasure and knowledge they are intended to transport. The charge for this service is tentative for the first year, until actual costs are determined. Moreover, any organization may take more than one subscription. Figured on a purely co-operative basis, the cost works out no higher than the usual daily reading charge in most lending libraries.



Charles E. Lauriat, Jr., is recently back from Europe . . . Holman's Print Shop have recently held an exhibition of the pastels and oils of Beatrice Stevens who illustrated Odell Shepard's "Harvest of a Quiet Eye" . . . Winnifred King Rugg, author of "Unafraid: A Life of Anne Hutchinson," filled the Assembly Hall when she lectured on New England's famous "Jezebel" at Jordan Marsh's, under the auspices of the store's Book Department.

Chicago Booktrade News

Milton Fairman

of *The Chicago Evening Post*

ALEXANDER GREENE'S famous shop in the Fine Arts building will be moved shortly to new quarters 907 Tower building at 6 North Michigan Avenue. In the meantime, Mr. Green is conducting a clearance sale and as soon as the sale is completed, the stock will be moved and the proprietor will leave for a European trip, which will take up most of the summer.

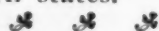


Elias Riback has opened a shop at 4712 North Kedzie Avenue where he will feature rare works treating of Hebrew theology. The store will also carry a general stock of current books and magazines. Mr. Riback's store will be closed every Saturday in observance of the Sabbath.



W. J. Morehouse, an old figure in the Chicago book world, who has been asso-

ciated with the Palmer House Book Shop until recently, has joined the ranks of the travelers. He is now representing Barse and Hopkins, and Platt and Munk in the Middle Western states.



A large stock of Americana, until late the property of a wealthy Chicago collector, will be put on sale within the next few weeks by the Chicago Book Mart, 206 North Clark Street. The mart was recently established by Aaron Flacks, whose shop at 11 South La Salle Street was well known to Chicago collectors.



Ben Feldstein, head of the Boston Store book department, reports that he has tripled space to accommodate his rapidly growing circulating library. An important element in the growth of the library, according to Mr. Feldstein, is the fact

that no deposit is required of members who are listed in the telephone directory.

A. Kroch of 206 North Michigan Avenue, has published a new symposium, "Living Architecture," written by eighteen leading Chicago designers and edited by Arthur Woltersdorf. There are two editions: trade, \$4.50; and limited (100 copies) at \$15.00. The Kroch galleries have had a number of exhibits in the last few weeks, including one of the paintings of Stryjenski, sketches of Polish folk dances and a series of the kings of Poland, and another of Japanese woodblocks.

Ibn Lobagola, author of "An African Savage's Own Story," was in town recently with a batch of caustic comments on our civilization. He called at Marshall Field's book department to autograph copies of his books. Baron von Koenig-Warthausen, the German aviator whose adventures recently appeared in book form, was another visitor at Field's. The book section a few weeks ago had an exhibit of the sketches of the illustrator, Milo Winter, which included interpretations of Dickens' characters and scenes from Warwick and Warwickshire.

In the Bookmarket

PAUL ROBESON, Negro actor and singer, was born in Princeton, N. J., on April 9, 1898, attended Rutgers University and graduated with the highest scholastic record in the history of the university. He first became famous for his performance of Jim Harris in the play "All God's Chilluns Got Wings" and for that of the Emperor in O'Neill's "The Emperor Jones" (1923). Concert recitals of negro spirituals and work songs first given in Paris in 1925 were repeated in New York in 1926. In May, 1930, a black bronze statue of Robeson in the nude executed by Antonio Salemme was refused placement in the biennial public exhibition of art works given by the Art Alliance of Philadelphia in Rittenhouse Square, though that body had invited the sculptor to exhibit. In that same month Robeson himself was playing "Othello" in London with unprecedented success. On the day this play opened at the Savoy Theatre, in London, Victor Gollancz published "Paul Robeson: Negro," a biography by Mrs. Paul Robeson. On June 25, *Harpers* will issue the book here. The Salemme statue is at present enjoying one of the most conspicuous positions in the Brooklyn Museum. ❀ ❀ ❀

"Tom Sawyer" will be released in the fall as a talkie by the Paramount Publix Corporation, with Jackie Coogan in the title role. "Huckleberry Finn" is scheduled to follow. ❀ ❀ ❀

This year's honor poets as selected by



By arrangement with Longmans, Green and Company, Jacques Chambrun, (seated) art critic and literary agent, exhibits Herman Rosse's original illustrations for the modern version of Chaucer's Canterbury Tales, at the Chambrun Art Galleries, New York. Standing, left to right, Frank Ernest Hill, poet, who translated the Tales into contemporary verse and Herman Rosse. Mr. Rosse is known for his decorations of the Peace Palace at The Hague and his work as a scenic designer for the stage and screen.

the New York State Federation of Women's Clubs in their annual poetry week are Conrad Aiken, winner of the Pulitzer prize for poetry, and Angela Morgan, author of "Creator Man." ❀ ❀ ❀

The sale of "All Quiet on the Western Front" has reached the million mark in its author's native Germany. The translations in twenty-nine languages bring the total to nearly three-million copies in the fifteen months since publication. ❀ ❀ ❀

Charles le Goffic, poet, novelist and critic and André Chaumeix, editor and critic were elected recently to the French

Academy to succeed François de Curel and Georges Clemenceau. ❀ ❀ ❀

"Her Privates We," a war book by Private 19022, just published in this country by Putnam, has received high praise from such discerning writers as Arnold Bennett and T. E. Lawrence. In England first editions of the book are already listed at 15s. The author of the book is reputed to be Frederick Manning, and it is interesting to note in first edition catalogs that Manning's book of poems "Eidola" appear at 6s. and his narrative poem "The Vigil of Brunhild" at the same figure. ❀ ❀ ❀

Book-of-the-Month Club Cuts Offer to Publishers

"BECAUSE of the business depression, aggravated by various recent developments in the matter of book prices, the Book-of-the-Month Club has decided to make some important changes in its system—both of selling and buying books," reads a statement issued by the Club to publishers, this week. The statement goes ahead to explain that in the past there has been no necessity for cut prices and special offers, except the free books to new subscribers, but that under present conditions their customers have become extremely interested in the price levels of books, this being indicated both by the unusual rate of subscriber cancellations and the sharp increase in the cost of getting new subscriptions.

The change to be put in force with the mailing of the July selection has been adopted to give the subscriber a reduction but not on the publisher's own edition of the book. The Book-of-the-Month Club has in the past purchased its selection from the publisher in his own regular edition, but under the new plan, to effect a saving to make possible a reduction to the subscriber, the Club will pay the publisher \$14,000 outright for the use of his plates to manufacture their own edition. The

contract stipulates the payment of this sum for plates used in editions of from 42,500 to 70,000. Should the edition go above or below these limits, adjustment will be made. Selection will, of course, be made by the committee of judges, and the Club agrees not to dump its remainders through book stores or other outlets, but to dispose of them only by mail to individuals.

The Club expects that this change in the policy of buying will increase sales and the Club is now going to offer its subscribers no free books but a discount of twenty percent on a coupon basis. Each month's books as delivered will enclose a coupon which may be used as twenty percent payment of the publisher's list price of any future Book-of-the-Month. The coupon cannot be used for the book with which it comes, and is voided if the book is rejected for an alternative choice. Coupons will apply to Club selections only, all alternative choices being supplied at publishers list price.

The July selection, "Doctor Serocold" by Helen Ashton (Doubleday, \$2.50) will be published and issued under the new plan, and "Moby Dick," illustrated by Rockwell Kent, is announced for some time in the future.

Confusion in Byrd Books

The announcement by Putnam's of the coming book by Admiral Byrd entitled "Little America" and the publication last month by Winston of a book entitled "Byrd's Great Adventure" by Dr. Francis Trevelyan Miller led to some confusion.

Statement by G. P. Putnam's Sons

ADAMIRAL BYRD'S own book about his South Pole exploration is in preparation and will be published by G. P. Putnam's Sons in the autumn. This is the only account of the Admiral's recent achievement authorized by him. The Admiral feels that some confusion may be created in the minds of the booksellers and the general public by the publication, through The John C. Winston Company of Philadelphia, of a book called "Byrd's Great Adventure"; and that the title and the publicity in connection with this book may create the impression that the book was written by Admiral Byrd, or prepared under his authorization. In fact, the book is a general account of Arctic and Antarctic exploration with a few chapters relating to the Byrd expedition. It was not written by Admiral Byrd, nor was it authorized by him. At the instance of G. P. Putnam's Sons and Admiral Byrd's representative, and in an endeavor to cooperate, the publishers, The John C. Winston Company, have agreed to change the title of all editions of this book, other than the one already printed, to "The World's Great Adventure."

G. P. Putnam's Sons are also the publishers of Admiral Byrd's previous work, "Skyward," and this autumn expect to publish "A Boy Scout with Byrd," by Paul Siple, the boy scout who accompanied Admiral Byrd on the Antarctic Expedition.

Twenty thousand copies of "Byrd's Great Adventure" by Dr. Francis Trevelyan Miller, published by The John C. Winston Company at \$2.00, was the first edition of this work. A foreword by Major General A. W. Greely of the United States Army, dean of Arctic explorers, is a feature of the volume, as is also "What is the Value of Polar Exploration?" by Dr. Henry Fairfield Osborn, President of the American Museum of Natural History.

Statement by John C. Winston Co.

In deference to Admiral Byrd's representatives, who feel that the title, "Byrd's Great Adventure" may interfere with the Admiral's own book, The John C. Winston Company announces that the second edition of Dr. Miller's book will bear the title "The World's Great Adventure, 1000 Years of Polar Exploration, including the Heroic Achievements of Admiral Richard Evelyn Byrd."

Dr. Miller's book met with a flattering reception and has been widely and favorably reviewed. To meet the public interest in the subject, it tells the whole story of polar exploration for a thousand years. The historical import of Byrd's achievements can be understood only against this background and that is what Dr. Miller's book aims to do.

All the elements of great romance and tragedy are shown in their vivid contrasts. Against this background of suffering almost beyond human comprehension, of gaunt starvation and lingering death, we see clearly the true status of the civilization in which we are living—an age when Byrd with the allies of modern science is able to accomplish in a few hours what more than ten centuries of blood trails has failed to do. Over 150 illustrations make the reader realize the perils and hardships endured by these great explorers.

Price Corrections for the American Educational Catalog

Page 86

Desk Standard Dictionary, cloth, indexed	\$2.50
Desk Standard Dictionary, half leather, indexed	3.00
Comprehensive Standard Dictionary, cloth, indexed	1.50
Concise Standard Dictionary, limp morocco	2.00
Concise Standard Dictionary, limp morocco, indexed	2.50
High School Standard Dictionary, indexed	2.50

Page 108

Kleiser—How to Speak in Public	1.75
—How to Read and Declaim	1.75
—Great Speeches and How to Make Them	1.75

(Continued from page 2917)

Broadway Dept. Store, Los Angeles.
 The May Co., Los Angeles.
 Los Angeles News Co., Los Angeles.
 Sears Roebuck Co., Los Angeles.
 Eugene Sommer, c/o Walkers, Los Angeles.
 J. K. Gill Co., Portland.
 Meier & Frank Co., Portland.
 Montgomery & Ward Co., Portland.
 Old Wortman & King Co., Portland.
 Lipman Wolfe Co., Portland.
 Coast Wholesale Music Co., San Francisco.
 California School Book Depository.
 Allyn & Bacon.
 Harr Wagner Publishing Co.
 Butler Brothers.
 Sather Gate Book Shop, Berkeley.
 Montgomery Ward & Co., Oakland.
 Emporium-Capwell Co., Oakland.
 Capwell Sutherland & Furth, Oakland.
 Eugene Sommer, Oakland.
 The Marston Co., San Diego.
 San Diego News Co., San Diego.
 Lowman & Hanford Co., Seattle.
 Frederick Nelson, Seattle.
 Puget Sound News Co., Seattle.
 Bon Marché, Seattle.
 Sears Roebuck Co., Seattle.
 Rhodes Dept. Store, Seattle.
 MacDougall Southwick, Seattle.
 Rhodes Brothers, Tacoma.
 E. Gottschalk Co., Fresno.

Huntington Press

WILLIAM SEWARD and Anthony Salmon announce the establishment of a publishing house, by name *Huntington Press, Incorporated*, at 205 E. 42nd Street, N. Y. C., to be devoted to the publication of fine books of special interest, in both limited and unlimited editions. Mr. Seward was formerly Director of the Department of Limited Editions of Doubleday, Doran & Company. Mr. Salmon is a book collector, and for the past four years has made a special study of fine book publishing. *Huntington Press, Incorporated* will not confine its editorial program to any particular subject or group of subjects, but will publish books in the various fields of special interest to the true collector. Particular emphasis will be placed on

first edition material, and when reprints are issued it will be because there is a definite demand from a definite audience.

The design and printing of its books will be entrusted by the Press to the first printers in the country. The aim will be in each instance to assign a particular book to that printer especially qualified to do the book assigned. The first publications of the Press will appear this coming fall.

The Memorial to Hardy

SOME time this summer A. Edward Newton on a trip to England hopes to secure permission to erect at an appropriate place on Egdon Heath a monolith to the memory of Thomas Hardy, on which will be inscribed, "Erected to the memory of Thomas Hardy By His American Admirers." In a letter dated June 6th he writes to the *Publishers' Weekly*:

"I still have a few copies left of the limited edition of 'Thomas Hardy—Novelist or Poet,' which is in itself a very beautiful book and which I am selling to the trade at \$7, and which they usually sell at \$10. The entire profit from this book goes to a fund that I am creating to defray the expense of erecting this monument. I have several thousand dollars in this fund at present, and I should like to dispose of the remaining copies of the book before I sail for Europe." Mr. Newton's address is 501 North 19th Street, Philadelphia.

Communication

"A PENNILESS FRAUD"

La Jolla, California,
 May 31, 1930.

Editor, *Publishers' Weekly*:

In your issue of May 24 you chronicled, under the caption "A Penniless Fraud," the incident of G. P. Putnam's Sons receiving begging letters from an alleged poor young man in Philadelphia—address, North Stillman Road.

This campaign is not directed at publishers only. As a writer I also was favored with an identical plea, referring to a book or two of mine by title. The promise "God will reward you, sir" rings familiar. It evidently is stock. Without doubt other writers of books throughout the country have been likewise tackled.

In this connection may I say that writers as well as publishers are still receiving letters from libraries of colleges and other institutions asking for donations of books. I myself received two such requests by the same mail, from the other side of the continent.

Very truly,

EDWIN L. SABIN.

Obituary Notes

OLDEST LIPPINCOTT EMPLOYEE DIES

ON JUNE 4, Charles Hicks died, aged 86. In June 9, 1930 he would have completed his sixty-eighth year with the J. B. Lippincott Company. He was born in 1845 and in 1860 he went with the Union troops as a water boy. In 1862 he started work for Lippincott's in the bindery department and he was on their payroll without a break until his death.

KATHERINE KEITH KILLED

KATHERINE KEITH, whose first novel, "The Crystal Icicle," was published last January, died on May 26 as a result of injuries received in a motor accident near Paris. She was touring France with her husband, David Adler. Her first literary work to attract attention was an autobiography, "The Girl," which was serialized in the *Atlantic Monthly*.

GARSTIN, ENGLISH AUTHOR

NEWS HAS just reached America that Crosbie Garstin was drowned in the Salcombe River, Devon, while making for a yacht in a small collapsible boat. Garstin was 44 years old. He was the son of Norman Garstin, the artist, and educated in English public schools and in Germany. He came to Canada, but at the outbreak of the war returned to England to enlist. His books include "The Coasts of Romance," "The Dragon and the Lotus," "The Owls' House," "High Noon," "The West Wind" and "Houp La." He leaves one manuscript with his publisher, Stokes, which will be published in the fall as "China Seas."

JOHN J. HAMILTON IS DEAD

JOHN J. HAMILTON, for many years a traveler for the house of Thomas Nelson & Sons, died at his home in New York City

on June 6. He started in the book business in 1882 as a boy with Thomas Whitaker in The Bible House and in 1889 he joined the Nelson staff in their accounting department. Later he became their representative in the southern states, a field which he covered with success for more than thirty years. In 1924 he retired but his enjoyment of leisure was marred by an affection of the heart functions that required constant medical treatment for several years. The end came suddenly. He is survived by his wife, Gertrude H. Hamilton.

Business Notes

BATTLE CREEK, MICH.—The firm of G. C. Fisher & Co. is in bankruptcy. A meeting of creditors will be held on June 16th.

BROOKLYN.—Literary Lending Library, Mollie Salaman, 529 Empire Boulevard, opened with fiction and children's books for sale.

BUFFALO.—Highland Park Gift Shop, 167 Leroy Avenue, formerly owned by Mrs. Herman Schultz, was sold to Mrs. Ernest Barclay.

FARGO, N. D.—Crawford Book Shop, K. J. Crawford, 613 Second Avenue North, opened with general books for sale and circulating library.

GREAT BARRINGTON, MASS. — The Bookshop, Mrs. Alice Miller Dean, opened, with small stock of books for sale and circulating library.

Changes in Price

G. HOWARD WATT

"Scandal Sheets" by E. R. Conde, from \$2.50 to \$2.00.

OXFORD UNIVERSITY PRESS

Flight's "The Book of the Bible," from \$1.00 to \$1.50.
Iseman's "The Book of Airplanes" from \$1.00 to \$1.50.

HARPER & BROS.

"How I know God Answers Prayer" by R. Goforth will be changed from \$1.25 to \$1.50.

CHARLES SCHRIBNER'S SONS

Grove edition of John Galsworthy for the cloth bindings has been changed from \$1.25 to \$1.00.

W. W. NORTON & COMPANY, INC.

"How to Criticize Books," by Llewellyn Jones, from \$1.75 to \$2.00.

AMERICAN BOOK COMPANY

Wilson's Laboratory Manual in American History	\$0.64
Elson's Workbook for Modern Times and the Living Past72
Part One40
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The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

NON-FICTION, on varied and interesting subjects, again sounds the keynote of the week's publishing. A large and valuable architectural book is published by Scribner's entitled "Masterpieces of Architecture in the United States." It is a collection of photographs, drawings and measurements of public buildings which have been selected as outstanding by a jury of architects, a method of compilation which is unusually authoritative. Among public libraries the jury chose, Boston, Detroit and Indianapolis. A book that is very important both biographically and historically is "Roosevelt: The Story of a Friendship" by Owen Wister. The combination of a well-known author telling of a long and intimate friendship with America's popular "Teddy" Roosevelt should make this book greatly in demand.

The eleventh volume in the series, "Mythology of All Races," is a work on Eddic mythology by MacCulloch. This series, based on exhaustive research and great scholarship, is published for the Archaeological Institute of America by the Marshall Jones Company.

The John Day Company, which is tending to specialize in books on the new education, brings out "The New Education in Austria" by Dottrens.

A travel book, that is a book of science as well, comes with "Exploring for Plants" by Fairchild. It is the personal narrative of a botanist's adventures on exotic islands while a member of the Allison Vincent Armour Expeditions. Books on the

French capital are always in demand and in "Paris" by Escholier there is a finely illustrated work on the history and treasures of that city. Originally published abroad, it now appears in translation under the Dial Press imprint.

Aviation is of interest to every wide-awake person of the present day. "Everyman's Book of Flying" by Kneen is a comprehensive handbook of flying information for aviators, instructors and laymen.

Some worthwhile reprints are published by both Grosset and the Modern Library. The former presents three volumes of John Galsworthy's "Forsyte Saga," while the latter publishes its second volume of Marcel Proust with "Within a Budding Grove." Other Modern Library additions are "Human Nature and Conduct" by John Dewey and "Oriental Romances" edited by Komroff.

For booksellers wishing to feature business books "The Master Letter Writer" by Davison and "Management Control Through Business Forms" by Butler and Johnson are of interest.

Two good juveniles are "Dad and I," a book of verse, by McElevy and "Good Games" by Rand. The latter comes at an opportune time with vacation days here.

Dorothy Parker, whose volumes of poetry, "Enough Rope" and "Sunset Gun" proved so popular, makes her first bow to fiction this week with "Laments for the Living." It is a collection of short stories and sketches, a type of reading that is especially welcome in summer days.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of June 14, 1930

Arden, Clive, pseud. [Lily Clive Nutt]

The spider and the fly. 370p. D (Popular copyrights) [c.'28] [N. Y., Grosset] 75 c.

Baker, Robert H.

Astronomy. 540p. il. O '30 N. Y., Van Nostrand \$3.75

Barone, Mario

Heart and will power; twenty thousand miles through the three Americas. 380p. il. D c. N. Y., S. T. I., 295 Lafayette St. \$2

The story of a trip through the three Americas by automobile, made by a young Italian sportsman.

Benn, Sir Ernest John Pickstone, bart.

About Russia. 168p. O '30 N. Y., Appleton \$2

A prominent Englishman who opposes Socialism gives much first hand information about Russia, some hitherto unpublished.

Bible

Bible chronology; from the creation to Nehemiah; with appendix on the measures of time; comp. by Rev. A. T. Richardson. 107p. O '30 N. Y., Spon & Chamberlain \$5

Bloom, Ursula [Mrs. Charles Gower Robinson]

Veneer; the story of a man. 288p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Bolling, Cunliffe Lawrence

Retail salesmanship; a practical guide to modern methods of sales persuasion, demonstration and service. 280p. O [n. d.] N. Y., Pitman \$2.25

Book-prices current; a record of the prices at which books have been sold at auction, from October, 1928, to August, 1929, being the season, 1928-1929; v. 43. 956p. O '29 [N. Y., R. R. Bowker Co.] \$12.50

The English record of book auctions in London for 1929.

Brangwyn, Nellie Meserole

The mulberry moon in the mackerel sky [verse]. 38p. O c. Bost., [Badger] bds. \$2

Braver, Rabbi Hirsch

Great figures and events in Jewish history; v. 1, From the Gaonic period through the Golden Age. 340p. il. O c. N. Y., Bloch Pub. Co. \$2.50

The first volume of a new history of the Jewish race, intended especially for a textbook in religious education.

Bridges, Constance

Thin air; a Himalayan interlude. 384p. il.

map D [c.'30] [N. Y.], Brewer & Warren

bds. \$3.50

The account of the trip of a New England girl and her husband to Outer Tibet where she encountered adventure and mystery.

Brookman, Laura Lou

Rash romance. 367p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

What happens when Judith Cameron, a stenographer in a New York publishing house, marries an executive of the firm.

Brownell, John C.

The nut farm; a comedy in three acts. 108p. il. diags. D (French's standard lib. ed.) c.'28, '30 N. Y., S. French pap. 75 c.

Buckingham, John

Matter and radiation; with particular reference to the detection and uses of the infra-red rays. 156p. il. diags. O '30 [N. Y.], Oxford \$3

Butler, Ladson, and Johnson, O. R.

Management control through business forms. 221p. diags. O c. N. Y., Harper \$3

Practical suggestions on increasing business efficiency through the use of the proper blanks and forms.

Campbell, Thomas Moody, ed.

German plays of the nineteenth century. 446p. (3p. bibl.) O (Croft's German ser.) c. N. Y., F. S. Crofts \$4

Twelve representative German plays, chosen for their literary and acting value as far as possible.

Chalfant, Willie Arthur

Death Valley; the facts. 164p. il. map O c. Stanford Univ., Cal., Stanford Univ. Press \$3.50

A book of general information about Death Valley by a California editor who has explored the region.

Chamberlain, Joseph Edgar

The Boston Transcript; a history of its first hundred years. 253p. il. O c. Bost., Houghton \$3.50

This record of the personnel and policies of a leading Boston newspaper during the first hundred years of its existence is a history of the city itself through the same period.

Christie, May

Love's miracle. 268p. D (Popular copyright) [c.'30] N. Y., Grosset 75 c.

A modern girl chooses business success rather than love and then returns to the man who waited for her but grew tired.

Clark, Austin H.

The new evolution. 311p. D '30 Balt., Williams & Wilkins \$3

Alfred, George

Rainbow's end [verse]. 95p. O [n. d.] Bost., Meador Pub. Co. pap. \$1

Artman, Charles E.

Industrial structure of New England. 603p. maps (Domestic commerce ser. 28) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. \$1.30

Aspray, Muriel

A book of designs for craft-work. 32p. il. O '30 N. Y., Macmillan bds. 75 c.

Beeman, Clarence W.

Beeball. 20p. il. [n. d.] N. Y., Amer. Sports Pub. Co. pap. 25 c.

Bishop, Calvin C.

Alternating currents for technical students. 325p. il. D '30 N. Y., Van Nostrand \$2

Bratter, Herbert M.

Financial development in the Far East during 1929. 25p. (Trade information bull. 680) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Clement, G., M.D.

Thou shalt not kill; a doctor's brief for the unborn child. 152p. (bibl. footnotes) D [c.'30] Phil., Peter Reilly Co. \$1.50

A distinguished European surgeon discusses the moral and physical implications of abortion.

Cline, Leonard Lanson

After-walker. 117p. O c. N. Y., Viking bds. \$2

A posthumous volume of poems by a novelist.

Coe, Charles Francis

Hooch. 295p. D (Popular copyrights) [c.'28, '29] N. Y., Grosset 75 c.

Condé, E. R.

Scandal sheets; a novel based on the life of Pietro Aretino, the first yellow journalist. 375p. front. D c. N. Y., G. Howard Watt \$2
An historical tale laid in Italy during the days of the Renaissance.

Connington, John Jervis, pseud. [Alfred Walter Stewart]

The case with nine solutions. 280p. D (Popular copyrights) [c.'28, '29] N. Y., Grosset 75 c.

Cournos, John, ed.

American short stories of the nineteenth century. 388p. S (Everyman's lib., no. 840) [c.'30] N. Y., Dutton flex. cl. 80 c.

Crowell, Mrs. Grace Noll

Flame in the wind. 114p. D [c.'30] Dallas, Tex., Southwest Press bds. \$1.50
Poems of varied theme.

Cunliffe, John William, ed.

Century readings in the English novel. 569p. O (Century readings) [c.'30] N. Y., Century fab. \$3.50

A review of the development of the English novel from its beginnings in the 18th century to the present day with illustrative selections from many writers.

Daly, Carroll John

The hidden hand. 319p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Davis, Elmer Holmes

Giant killer. 381p. (bibl.) map D (Popular copyrights) [c.'28] N. Y., [Grosset] 75 c.

Davison, Ad-man, pseud. [E. B. Davison]

The master letter writer; the science of successful letter writing; rev. 3rd ed. 324p. O '30, c.'20-'30 N. Y., Harper \$5

A successful direct-mail consultant gives advice on letter writing, illustrated with three hundred letters which have been used.

Dewey, John

Human nature and conduct; an introduction to social psychology; new introd. by the author. 352p. S [c.'22, '30] N. Y., Modern Library flex. cl. 95 c.

Doner, Mary Frances

The dancer in the shadow; a love story. 247p. D (C. H. new copyrights) [c.'30] N. Y., Chelsea House 75 c.

Dottrens, Robert

The new education in Austria; ed. by Paul L. Dengler. 245p. (4p. bibl.) O [c.'30] N. Y., John Day \$3

A study of the wide reforms and progressive changes in Austrian education, relating it to education in the United States.

Dresden, Arnold

Solid analytical geometry and determinants. 310p. O '30 N. Y., Wiley \$3

Dryden, Bridget, pseud.

Passion is the wind. 323p. D (Novels of distinction) [c.'28] [N. Y.], Grosset \$1

Eden, Rob

The girl with red hair. 244p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Gay Terris, desperately in need of money, offers to marry the man who will loan her \$5,000.

Edington, Arlo C., and Edington, Carmen B.

The studio murder mystery. 283p. diagr. D (Popular copyrights) [c.'29] N. Y., [Grosset] 75 c.

Ehrenburg, Il'ia Gregor'evich

The extraordinary adventures of Julio Jurenito and his disciples; tr. by Usick Vanzler. 408p. D c. N. Y., Covici, Friede \$2

Julio gathers about him a band of good people and wanders with them through many countries teaching them his philosophy of satirical disillusion.

Emmons, H. H.

Light of Emerson. 340p. D '30 Cleveland, O., Rex Pub. Co., 1900 Superior Ave. \$2.40; \$3.60

Escholier, Raymond

Paris. 157p. il. (pt. col.) O '30 N. Y., Dial Press \$5

A history and description of Paris illustrated with photogravure pictures and six facsimiles of water colors by Nicolas Markovitch.

Esler, Lemist

The grey fox; Machiavelli. 128p. il. diagr. D (French's standard lib. ed.) c.'26, '30 N. Y., S. French pap. 75 c.

Brown, Innis

How to play golf. 135p. (Ser. 4b) [n. d.] N. Y., Amer. Sports Pub. Co. pap. 50 c.

Callcott, Frank

Spanish review exercises. 63p. O c.'30 N. Y., Holt pap. 52 c.

Cherniss, Harold Fredrik

The platonism of Gregory of Nyssa. 92p. (bibl. notes) O (Univ. of Cal. pub'ns in classical phil.; v. 11, no. 1) '30 Berkeley, Cal., Univ. of Cal. Press pap. \$1.25

Colby, Bainbridge

The close of Woodrow Wilson's administration and the final years; an address. 29p. D c. N. Y., Mitchel Kennerley bds. 50 c.

Cornforth, George E.

Better meals for less. 128p. il. D [c.'30] Takoma Park, D. C., Review & Herald pap. 25 c.

Dieckmann, Hermannus

De revelatione Christiana; tractatus philosophico-historic. 720p. O '30 St. Louis, B. Herder \$6.50

Dublin, Louis I., and Vane, Robert J., Jr.

Causes of death by occupation. 140p. (Bur. of Labor Statistics, bull. 507) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.

Eichholz, Alvin C., and Rodeck, Herbert, comps.

Finland, an economic review. 53p. (Trade information bull. 681) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Fairchild, David

Exploring for plants. 611p. il. O c. N. Y., Macmillan \$5

A personal narrative of a scientist's adventures in Europe, West Africa, Morocco, Algeria and the islands of Sumatra, Java and Ceylon. It is based on notes of the Allison Vincent Armour Expeditions for the United States Department of Agriculture in 1925, 1926 and 1927.

Fairy tale transfer book, The. no p. il. (pt. col.) obl. D (Picture making transfer bks., no. 990) [n. d.] N. Y., S. Gabriel pap. 50 c.

The books in this series contain backgrounds to which the child is supposed to transfer the pictures after they have been immersed in water.

Foulke, William Dudley [Robert Barclay Dillingham, pseud.]

Earth's generations pass. 139p. il. S [c. '30] N. Y., Oxford \$1.75

A collection of poems from several of this American poet's previous volumes, including translations of some love songs of Petrarch.

Freeman, Joseph, and others

Voices of October; art and literature in Soviet Russia. 328p. (3p. bibl.) il. O [c. '30] N. Y., Vanguard \$4

The achievements and leading tendencies in the literature, drama, painting, music and motion picture of Soviet Russia are outlined and critically appraised.

Fretwell, Mrs. Jean Hosford

Good games; introd. by Jesse F. Williams. 160p. il. O [c. '30] Chic., Rand, McNally \$2

An up-to-date book of all kinds of games for boys and girls from seven to fourteen.

Galsworthy, John

In chancery. 381p. D (Novels of distinction) [c. '20] [N. Y.], Grosset \$1

The man of property. 392p. D (Novels of distinction) [c. '06] [N. Y.], Grosset \$1

To let. 327p. D (Novels of distinction) [c. '20, '21] [N. Y.], Grosset \$1

Gaskill, Rev. James T.

Text book on home and church tithing. 107p. D [c. '30] Bost., Christopher Pub. House \$1

Giles, Ray

The sales expansion question book. 173p. D c. N. Y., Harper \$3

A check list manual of important questions which an advertising agency or a sales manager should ask to help in increasing the sales of a product.

Gleason, George Scott

This my New England. 63p. O [c. '30] N. Y., Henry Harrison \$1.50

Poems by a member of the faculty of Yale University.

Emanuelli, Luigi

High voltage cables. 107p. O '30 N. Y., Wiley \$2.50

Faerber, Rev. W.

Commentary on the Catechism for the Catholic parochial schools of the United States; ed. by Rev. Ferreol Girardey; 4th ed. 462p. O '30 St. Louis, B. Herder \$1.75

Fine, Nathaniel M.

Outlines of three years English literature for reviews; the Regents and college entrance examination requirements; enl. ed. 267p. O [c. '18, '30] N. Y., Noble & Noble pap. 70 c.

Goddard, Gloria

A breadline for souls. 132p. Q c. N. Y., Lewis Copeland Co. bds. \$2.50

A collection of short poems.

Gong, Eng Ying, and Grant, Bruce

Tong war! the first complete history of the Tongs in America. 287p. il. (col.) D c. N. Y., N. L. Brown \$2.50

Details of the Tong wars, their causes, their leaders and their aims and achievements are disclosed by a leader of the powerful Hip Sing Tong.

Grey, Zane

The border legion. 365p. front. (col.) D (Popular copyrights) [c. '16] N. Y., Grosset 75 c.

Hart, James

Tenure of office under the constitution; a study in law and public policy. 393p. (4p. bibl.) O c. Balt., Johns Hopkins Press \$3.50

Henderson, George C.

The painted stallion; a western story. 247p. D (C. H. new copyrights) [c. '30] N. Y., Chelsea House 75 c.

Henry, Harriet

Jackdaws strut. 310p. D c. N. Y., Morrow \$2.50

The story of Stephany Dale, a modern girl on her own in New York, who thought she wanted position and wealth, but through Nicky Amory discovered that she had been longing for peacock feathers that didn't count.

Hoffman, Charles F.

A message to you. 271p. D [c. '30] Bost., Christopher Pub. House \$2.50

The results of psychical research into the evidences of personal survival of death.

Judson, Mrs. Clara Ingram

Mary Jane in France. 209p. il. D (Mary Jane ser.) [c. '30] Newark, N. J., Barse & Co. 50 c.

Kester, Roy B.

Accounting theory and practice; v. 1; 3rd ed., rev. and enl. 855p. O '30 N. Y., Ronald Press \$4

Kneen, Orville H.

Everyman's book of flying; foreword by Roland H. Spaulding. 432p. il., maps, diagrs. D c. N. Y., Stokes \$3.50

A handbook of flying for aviators, instructors and laymen, treating principles of flight, meteorology, engines and instruments.

Komroff, Manuel, ed.

Oriental romances. 315p. S [c. '30] N. Y., Modern Library flex. cl. 95 c.

Frazer, Samuel W., and Stine, George F.

A treatise on the air brush; with progressive lessons. 212p. il. diagrs. O '30, c. '15-'30 Bost., Amer. Photographic Pub. Co. \$2.50

[Grady, Emma A., comp.]

Machine shop practice; books for students and men in the shops. 11p. T [c. '30] Newark, N. J., Public Library pap. 5 c.

Harris, Maurice Coleman, and Finesilver, Benjamin
Normal facts in diagnosis. 247p. il. (pt. col.) diagrs. O '30 Phil., F. A. Davis \$2.50

Jenkins, Donald Edward

Emmet Thorpe [fiction]. 263p. S [n. d.] Bost., May & Co., 755 Boylston St. pap. \$2

Lait, Jack

The big house; based on the motion picture scenario by Frances Marion and George Hill; il. with scenes from the photoplay. 180p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Lauder, Sir Harry

Roamin' in the gloamin'. 300p. il. D (Novels of distinction) [c.'28] [N. Y.] Grosset \$1

Lee, Virgil P.

Principles of agricultural credit. 405p. O '30 N. Y., McGraw-Hill \$4

Lewis, Joseph

Burbank the infidel. 29p. il. Q [c.'30] N. Y., Freethought Press Ass'n \$1

An appreciation of Luther Burbank with facsimile reproductions of letters from Edison and others to the author.

[Longfellow, Henry Wadsworth]

The story of Hiawatha; told by Estelle M. Weingart. no p. il. (pt. col.) obl. O (Put-together ser., no. 893) c.'30 N. Y., S. Gabriel bds. \$1.50

Children can complete the illustrations by cutting out the figures and pasting them on the colored backgrounds.

MacArthur, Charles G.

War bugs. 301p. D (Popular copyrights) [c.'28, '29] N. Y., Grosset 75 c.

MacCulloch, John Arnott, D.D.

The mythology of all races; v. 2, Eddic. 410p. (10p. bibl.) il. (pt. col.) O c. Bost., Marshall Jones buck. \$10

The eleventh of a series of thirteen volumes published for the Archaeological Institute of America.

McElevay, Eva Little

Dad and I. 110p. il. D c. N. Y., Dutton bds. \$2

Gay verses for children from five to ten.

Mallory, Arthur

Apperson's Folly; a detective story. 246p. D (C. H. new copyrights) [c.'30] N. Y., Chelsea House 75 c.

Mann, Thomas

Unordnung und frühes leid; ed. by Felix Wittmer. 153p. il. D '30 N. Y., Prentice-Hall \$1.35

Masterpieces of architecture in the United

States; introd. by Paul P. Cret. 225p. il., diagrs. F c. N. Y., Scribner \$20

Memorials, museums, churches, hotels, and office buildings selected by a jury of architects and measured and drawn by Edward Warren Hook and Willis Humphry Church.

Maugham, William Somerset

The constant wife; a comedy in three acts.

216p. D (French's standard lib. ed.) c.'26 N. Y., S. French pap. 75 c.

Miles, Egbert J., and Mikesch, James S.

Calculus. 638p. O [n.d.] N. Y., McGraw-Hill \$3.75

Millen, Gilmore

Sweet man. 209p. D c. N. Y., Viking \$2.50
The story of a Negro vagabond, John Henry, who was the son of a mulatto and a white man.

Miller, Warren Hastings

Rifles and shotguns; the art of rifle and shotgun shooting for big game and feathered game, with special chapters on military rifle shooting [rev. ed.]. 233p. il., diagrs. D '30 c. '11-'30 N. Y., Appleton \$3

Morgan, De Witt S., and Flick, Oka S.

Civics and industry. 288p. il. D (McGraw-Hill vocational texts) '30 N. Y., McGraw-Hill \$2

Morgan, James

The birth of the American people. 346p. il. D c. N. Y., Macmillan \$2.50

The story of the genesis of our country from the founding of the colonies to the achievement of their independence.

My pleasure hour transfer books; 6 v. no p.

il. (col.) O (Nos. 1001-1006) [n.d.] [N. Y., S. Gabriel] pap. 25 c., ea.

The books in this new series are "Lucky Mascots," "Bird Land," "Animal Land," "Butterflies and Flowers," "Sports and Pastimes," and "Flowers from my Garden." The pictures when wet can be transferred easily by children to any smooth surface.

My stamp book of trees; a put-together book.

no p. il. (pt. col.) obl. Q [n.d.] N. Y., S. Gabriel bds. \$1

Gummed pictures to cut out and paste that will show children the characteristics of our trees.

My stamp book of wild flowers; a put-together book.

no p. il. (pt. col.) F [c.'30] N. Y., S. Gabriel bds. \$1

Colored gummed stamps for the child botanist to cut out and paste in the proper places. The book contains descriptive matter to aid the child in becoming familiar with our principal wild flowers.

Nardi, Bruno

The youth of Virgil; tr. by Bella Palmer Rand; preface by Edward Kennard Rand. 151p. il. D '30 Cambridge, Mass., Harvard \$1.50

Neilson, William Allan, and Thorndike, Ashley Horace

A history of English literature; rev. ed. 498p. (3p. bibl.) il. (col. front.) map (col.) D '30, c. '20, '30 N. Y., Macmillan \$1.60

Lange, Hermann

De gratia; tractatus theologicus. 628p. O '30 St. Louis, B. Herder \$5.75

Levitt, Albert

Outline digest of criminal law of New York. 245p. diagr. O '30 N. Y., Prentice-Hall \$4

Manning, Caroline

The immigrant woman and her job. 190p. il. (Women's Bur., bull. 74) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 30 c.

Metzger, Hutzl

Cooperative marketing of fluid milk. 92p. maps

diagrs. O (U. S. Dep't of Agri., tech. bull. no. 179) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.

Meyer, Dr. Adolph E.

German review book. (Globe review ser.) '30 N. Y., Globe B'k Co. pap. 67 c.

Moncrieff, Alan A., ed.

A textbook on the nursing and diseases of sick children for nurses and welfare workers. 594p. i. diagrs. O '30 N. Y., Putnam \$4.50

Muse, Maude Blanche

A text-book of psychology for nurses. 416p. il. D '30 Phil., Saunders \$2.50

- Nursery rhymes transfer book.** no p. il. (pt. col.) obl. D (Picture making transfer bks., no. 988) [n. d.] N. Y., S. Gabriel pap. 50 c.
- Ogden, Antoinette, and Webster, Clyde Cannon**
Thirty lessons on French idioms; foreword by André Morize. 179p. D (Century modern lang. ser.) [c. '30] N. Y., Century \$1.25
A study of modern French idioms for use in third year courses in college.
- Olden, Rudolf**
Stresemann; tr. by R. T. Clark. 235p. (bibl.) il. O [c. '30] N. Y., Dutton \$3
A biography of one of Germany's great statesmen who served as Chancellor and Foreign Minister after the World War, and whose recent death was a great loss to his country.
- Olson, Willard C.**
Problem tendencies in children. '30 Minneapolis, Univ. of Minn. Press \$2
- Palmer, C. I.**
Practical mathematics; pt. I, Arithmetic with applications; new 3rd ed. 164p. il. D [n. d.] N. Y., McGraw-Hill \$1.25
- Panoramic pictures at the zoo.** no p. il. (pt. col.) obl. D (Panorama b'ks, no. 918) [n. d.] [N. Y., S. Gabriel] bds. \$1
A six-fold picture book for children showing the animals of the zoo, with descriptions of the animals on the reverse side of the pictures.
- Parker, Mrs. Dorothy Rothschild**
Laments for the living. 237p. O c. N. Y., Viking \$2.50
Short stories and sketches—the first book of prose by the author of "Enough Rope."
- Perelman, S. J., and Reynolds, Quentin J.**
Parlor, bedlam and bath. 240p. D [c. '30] N. Y., Liveright \$2
A humorous novel.
- Perry, Tyline**
The owner lies dead. 332p. D c. N. Y., Covici, Friede \$2
Anthony Sheridan was mysteriously killed in Haunted Mine where the men he had gone to rescue were found to have died before he got to them. Who then could have shot him?
- Phelps, Pauline, and Short, Marion**
Shavings; a comedy in three acts; from Joseph C. Lincoln's story, "Shavings." 102p. il., diagrs. D (French's standard lib. ed.) c. 18, '30 N. Y., S. French pap. 75 c.
- Picture making transfer book.** no p. il. (pt. col.) obl. D (Picture making transfer b'ks, no. 987) [n. d.] N. Y., S. Gabriel pap. 50 c.
- Poe, Edgar Allan**
The gold-bug; and other tales and poems; il. by Carlos Sanchez. 210p. il. (pt. col.) D (Children's classics) c. N. Y., Macmillan \$1.75
- Poorman, Alfred P.**
Applied mechanics; new 3rd ed. 306p. il. O [n. d.] N. Y., McGraw-Hill \$2.75
- Popper, Susan S.**
Our new home; a modern put-together book. no p. il. (pt. col.) obl. O (Put-together ser., no. 890) c. '30 N. Y., S. Gabriel bds. \$1.50
This story, telling of the Jones' new house; is so made that children can furnish the house by cutting out the pictures and pasting them in their proper places.
- Poynter, Beulah**
Joan of the river; a love story. 247p. D (C. H. new copyrights) [c. '30] N. Y., Chelsea House 75 c.
- Procter, Arthur W.**
Murder in Manhattan. 283p. diagr. D c. N. Y., Morrow \$2
A detective story involving three related murders whose clues lead experts of the New York Police Department from the world of society to the dives of the East Side underworld. The author has based this novel on a thorough study of crime detection as practiced in New York City.
- Proctor, William Martin, and Ricciardi, Nicholas, eds.**
The junior high school; its organization and administration. 334p. (bibls.) diagrs. O c. Stanford Univ., Cal., Stanford Univ. Press \$3
Problems of junior high school administration are discussed by authorities who have been successful in meeting them.
- Prospect Union Association of Cambridge, comp.**
Recreation in and about Boston; a handbook of opportunities. 239p. il., maps S c. Bost., Houghton \$1.50
A practical guide to activities and recreations with lists, addresses and directions in detail.
- Proust, Marcel**
Within a budding grove; tr. by C. K. Scott Moncrieff. 356p. S [c. '24] N. Y., Modern Library flex. cl. 95 c.
- Purdum, Charles Benjamin, ed.**
Everyman at war; sixty personal narratives of the war. 436p. D [c. '30] N. Y., Dutton \$2.50
Stories of personal experiences by English men and women in all branches of service and on all fronts from 1914 until after the Armistice.
- Quinn, Arthur Hobson, ed.**
Representative American plays; from 1767 to the present day; 5th ed., rev. and enl. 1118p. (7p. bibl.) O [c. '17-'30] N. Y., Century \$5

Nat'l Committee on Advanced Courses in Vocational Education

Training supervisors of home economics education. 23p. (Vocational educ. bull. 143) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Nutting, Herbert C.

The Latin ablative as an objective case. 9p. (bibl. footnotes) O (Univ. of Cal., pub'ns in classical phil., v. 10, no. 7) '30 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Odell, Charles Watters

Summer work in public schools. 42p. O (Ill. Univ.

Bur. of Educ. research bull., no. 49) '30 Urbana, Ill., Univ. of Ill. pap. 30 c.

Peck, Epaphroditus

The law of persons and domestic relations; 3rd ed. 553p. O '30 Chic., Callaghan & Co. \$4.50

Pohle, Joseph, D.D.

Dogmatic theology; v. 1, God: His knowability, essence and attributes; a dogmatic treatise; ed. by Arthur Preuss; 6th rev. ed. 485p. O '30 St. Louis, B. Herder \$2.50

Rath, E. J., pseud. [J. Chauncey Corey Brainerd, and Mrs. Edith Rathbone Jacobs Brainerd]

The sky's the limit. 312p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Robertson, Clyde

They rise accusing [verse]. 64p. O [c.'30] N. Y., Henry Harrison \$1.50

Roe, Harry Mason

Lanky Lawson and his trained zebra; how he happened to get the beast, how the cantankerous animal performed and what happened at the county fair. 216p. il. D (Lanky Lawson ser.) [c.'30] Newark, N. J., Barse & Co. 50 c.

Rosser, Angie Ousley

Uncle Jim, the fire chief; rev. ed. 214p. il. (pt. col.) D [c.'30] Dallas, Tex., Southern Pub. Co. 68 c.

Russell, John

Cops 'n robbers. 282p. D [c.'13-'30] N. Y., Norton \$2

Thirteen exciting short stories full of crooks and cops.

Sabastian, Inez

Don't call it love. 288p. D [c.'30] N. Y., Macaulay \$2

This story of two girls, beautiful but poor, who were brought up with the idea that they were to conquer smart society and marry millionaires is laid in New York, the Bahamas and Paris.

Sabatini, Rafael

The Tavern Knight. 269p. D (Popular copyrights) [n.d.] N. Y., Grosset 75 c.

Samuels, Charles

The frantic young man. 289p. il. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Schwarz, Sylvia W.

A window box of verse; il. by Kurt Wiese. 72p. il. (col. front.) O [c.'30] N. Y., S. Gabriel bds. \$1.50, b'xd.

Rhymes for children from three to six years old.

Seeckt, General Hans von

The future of the German Empire; criticisms and postulates; tr. by Oakley Williams. 187p. front. (por.) D [c.'30] N. Y., Dutton \$2.50

A great German soldier and statesman discusses his country's present and future problems.

Sims, John Green, jr.

Why history repeats itself; or, Are we getting anywhere? 275p. D [c.'30] Fort Worth, Tex., Author, Box 652

The author's opinions on the subject.

Smith, Russell Gordon

Fugitive papers. 133p. front. (por.) D c. N. Y., Columbia Univ. Press fab. \$1.50

Essays by a young assistant professor of sociology at Columbia University whose death interrupted a brilliant teaching career.

Smith, Willard K.

Bowery murder. 332p. diags. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Specht, Richard

Johannes Brahms; tr. by Eric Blom. 379p. il. O [c.'30] N. Y., Dutton \$6

A biography of the famous musical genius, written by a man who knew Brahms during the latter part of his life.

Spencer, Erle

The Piccadilly ghost. 298p. D '30 N. Y., Macmillan \$2

Stephen Mallows, cub reporter on a London newspaper, finds himself on a news trail involving kidnapping, murder, and a ghost.

Steadman, John Marcellus, jr., and others

Spelling for everyday use; b'ks 1 and 2. 158p.; 218p. (bibl. footnotes) D [c.'30] Atlanta, Ga., Smith, Hammond & Co. 44 c.; 48 c.

Stephenson, Gilbert Thomas

The life story of a trust man. 267p. il. O c. N. Y., F. S. Crofts \$3

The life of Francis Henry Fries, a pioneer in the modern trust company movement.

Stewart, George W.

Big trees of the giant forest; Sequoia National Park in the Sierra Nevada of California. 104p. il. D c. San Francisco, A. M. Robertson bds. \$1.50

The life story of the big trees in California from the blossom onward.

Swift, Jonathan

Gulliver's voyage to Lilliput; printed in the intermediate stage of Pitman's shorthand; new era ed. 86p. S [n.d.] N. Y., Pitman 60 c.

Ten little pussy cats. no p. il. (col.) obl. D [n.d.] [N. Y., S. Gabriel] bds. \$1

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Schechter, Abraham I.

Studies in Jewish liturgy; based on a unique manuscript entitled Seder Hibbur Berakot. 147p. (bibl. footnotes) il. O '30 Phil., Dropsie College for Hebrew and Cognate Learning pap. \$2

Shambaugh, Benjamin Franklin, ed.

Municipal government and administration in Iowa; 2 v. 619p.; 679p. (bibls.) O (Ia. applied hist. ser., vs. 5 & 6) '30 Ia. City, Ia. State Historical Soc. of Ia. \$6

Shuler, John Lewis

Peace or war; what the Bible says about it. 128p. (bibl.) il. D [c.'30] Takoma Park, D. C., Review & Herald pap. 25 c.

Skelly, A. M.

Conferences on the interior life for sisterhoods; v. 3. 344p. O '30 St. Louis, B. Herder \$2.50

Smith, Arthur Carlton

Turkeys. 134p. (bibl.) il. D '30 St. Paul, Minn., Webb B'k Pub. Co. pap. 50 c.

Staples, Thomas L.

The heart of contract bridge; a concise outline of West Pub. Co. fab. \$5.50

the principles of bidding and play in contract bridge [7th rev. ed.]. 111p. Ff [c.'30] Ft. Wayne, Ind., Better-Bridge Press, 120 W. Jefferson St. \$1

Stokes, John Hinchman

Dermatology and syphilology for nurses. 311p. il. D '30 Phil., Saunders \$2.50

Walker, J. H., and Crocker, Sabin

Piping handbook. 763p. D '30 N. Y., McGraw-Hill flex. cl. \$5

Weber, Herbert J.

A living wage; introd. by Thomas N. Carver and Paul H. Douglas. 9p. O [c.'30] Chic., Author, 29 S. La Salle St. pap. apply

Wolber, Joseph G., and Rose, Otto K.

Practical and technical electricity; house wiring; 3rd ed. 336p. il. diags. D (Amer. electrician ser.) '30, c. '27-'30 Chic., Goodheart-Willcox Co. flex. fab. apply

Zollman, Carl Frederick Gustav

Cases on air law. 542p. Q '30 St. Paul, Minn., fab. \$5.50

Three bears, The. no p. il. (col.) Q (Panorama b'ks, no. 911) [n. d.] N. Y., S. Gabriel
bds. \$2

Three little kittens, The. no p. il. (col.) Q (Panorama b'ks, no. 910) [n. d.] N. Y., S. Gabriel
bds. \$2

A folding picture book. The story of the little red hen is on the reverse side of the pictures.

Tracy, Louis [Gordon Holmes, pseud.]

Number seventeen. 332p. D (Popular copyrights) [c. '15, '19] N. Y. [Grosset] 75 c.

Train, Arthur Cheney

High winds. 374p. D (Popular copyrights) [c. '26, '27] N. Y., Grosset 75 c.

Tryon, Rolla Milton, and others

The American nation, yesterday and today. 685p. (bibls.), il. (pt. col.), maps (pt. col.) D (Tryon and Lingley hist. ser.) [c. '30] Bost., Ginn \$1.72

This textbook for upper-elementary and junior high school grades is based on the author's earlier work "American People and Nation" but places more emphasis upon recent periods of American history.

Turney, A. H.

Factors other than intelligence affecting success in high school. '30 Minneapolis, Univ. of Minn. Press \$1.50

Tyson, J. Aubrey

The rhododendron man. 317p. D (Dutton clue mystery) [c. '30] N. Y., Dutton \$2

Although Hal Baincroft had distinguished himself as a newspaper reporter for his cleverness in solving crimes, he found it difficult where it concerned the murder of Lloyd Jaspersen who belonged to his own set—the exclusive North Shore Colony of Long Island. The Dutton prize mystery for June.

Vanderbilt, Cornelius, jr.

Park Avenue. 382p. D [c. '30] N. Y., Macaulay \$2

A fast-moving novel of modern life in penthouses, night clubs and studios as it is lived by the wealthy society class of Park Avenue, New York.

Wade, Herbert Treadwell, ed.

The new international year book; a compendium of the world's progress for the year 1929. 856p. il., maps (col.) O c. N. Y., Dodd, Mead \$6.75

A reference work which gives a comprehensive record of international conditions in politics, literature, art and science for 1929.

Weaver, J. D.

The pilgrim; and other poems. 34p. D [c. '30] Bost., Christopher Pub. House
bds. \$1.25

White, Grace M., and Deakin, H. L.

The square mark. 250p. map D [c. '30] N. Y., Dutton \$2

The murderer of Mr. Bradford left a square mark in the garden path beside the body, and how and why it was done is the theme of this mystery.

White, Ramy Allison

Sunny Boy and his cave. 210p. il. D (Sunny Boy ser.) ['30] Newark, N. J., Barse & Co. 50 c.

Williams, Blanche Colton, and Macy, John Albert

Do you know English literature? 602p. D c. N. Y., Appleton \$3.50

A book of questions and answers for students and general readers.

Wilson, Mrs. Mabel Reed

Hearts and flowers; poems and prose of faith, hope and love. 107p. front. (por.) D [c. '30] Bost., Christopher Pub. House \$1.50

Winans, James Albert, and Utterback, William E.

Argumentation. 474p. (bibl. footnotes) diagrs. D [c. '30] N. Y., Century \$2.25

The fundamental principles of debate and public speaking with emphasis on the psychological aspects of argument.

Wirt, Mildred A.

Ruth Darrow in the fire patrol, or, Capturing the redwood thieves. 215p. front. D (Ruth Darrow flying stories) [c. '30] Newark, N. J., Barse & Co. 50 c.

Wister, Owen

Roosevelt; the story of a friendship, 1880-1919. 377p. il. O c. N. Y., Macmillan \$4

A minutely painted picture of Roosevelt from his Harvard years, through each stage of his public life, to the author's last visit to him in 1918, written by a personal friend in an historical and biographical vein.

Wodehouse, Pelham Grenville

The prince and Betty. 300p. D '30, c. '12, '30 N. Y., G. Howard Watt \$2

A new new edition of a novel that has been out of print.

Wren, Percival Christopher

Beau ideal. 373p. D (Popular copyrights) [c. '27, '28] [N. Y., Grosset] 75 c.

Wylie, Ida Alena Ross

The silver virgin. 317p. D (Novels of distinction) [c. '29] [N. Y.] Grosset \$1

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 Within a budding grove. Proust, M. 95 c. *Modern Library*
 Youth of Virgil, The. Nardi, B. \$1.50 *Harvard*

Old and Rare Books

Frederick M. Hopkins

MORE complete information in regard to the sale of the library of the late M. Edouard Rahir last month at the Hotel Drouet, in Paris, according to the *London Times*, not only far exceeded all the most optimistic prophecies, but seems to have established a world's record, which is not likely to be soon displaced. The 250 lots realized 12,735,000 francs, or about \$500,000. This is the very high average of about \$2,000 per lot. The highest price of the sale, 410,000 francs, was paid for the fine copy of "L'Oeuvre" of Antoine Watteau, in three volumes folio, 1740, and comprising 622 engravings. Another very high price, 365,000 francs, was paid for Voltaire's "La Pucelle d'Orleans," 1774, on *papier de Hollande*, with the 20 original drawings by Gravelot, done for the 1762 edition, and also a drawing by Marillier. A copy of the 1780 edition, with a London imprint, but by Cazin, Paris, with the Arms of Louis XVI., brought 26,000 francs. Ovid's "Metamorphoses," 1767-70 translated into French by the Abbé Banier, with the 240 plates in two states, of which only two other copies are known, sold for 325,000 francs. Perrault's "Comtes des Fées," 1781, on *papier fort*, with the frontispiece printed in blue, in red morocco, with the ticket of Derome, rue St. Jacques, fetched 260,000 francs. The Marullus, "Hymni et Epigrammata," Florence, 1497, in a fine Grolier binding, was bought by Dr. Rosenbach at 261,000 francs. There were two editions of Longus, "Les Amours Pastorales de Daphnis et Chloe," one the edition known as the "Regent," Paris, 1718, bound by Padeloup, which fetched 50,000 francs; the other, 1731, in a mosaic binding by Monnier, 281,000 francs. Still another high price was Freudeberg and Moreau le jeune, "Suite d'Estampes pour servir a l'Histoire des Moeurs et du Costume," 1775-83, a magnificent work in

three folio volumes, with Freudeberg's prints before letters, which realized 241,000 francs. In calculating the actual cost it should be remembered that to these prices must be added a tax of 19½ per cent. With few exceptions the buyers are said to be nearly all French.

THE publication of "The Private Letter-Books of Sir Walter Scott" by Hodder & Stoughton, of London, is an event of interest to all Scott collectors. Hugh Walpole, in a letter to the reader, explains how the contents of this volume have come to be presented to the world. Nine years ago Mr. Walpole read a public announcement that the letter-books of Sir Walter Scott were about to be put on the market; and having been in pursuit of "Scottiana" all his life, he decided to become, if he could, their possessor. Fortune favored him, and they fell to his bidding—twenty-three bulky volumes, containing 6,000 documents in all, which it is his intention eventually to leave intact to the National Library of Scotland. In the meantime they have been overhauled and edited by Wilfred Partington at Mr. Walpole's invitation. Mr. Partington has printed everything of importance, although he has used only a small fraction of the material at his disposal. Letters of the first importance have been printed in full; others have been printed in part according to their interest. The letters have been grouped into sections, and to each section he has written an introduction, while to many individual letters he has supplied explanatory notes. He has supplied a good index and some twenty photographs have been reproduced.

MAGGS BROS., of London, have just issued a remarkable catalog in commemoration of the seventieth birthday of this house of booksellers. It bears the title, "A Collection of French XVIIIth Cen-

tury Illustrated Books with plates after Moreau-le-jeune, Boucher, Choffard, Cochin, Coypel, Marillier, Eisen, Fessard, Greuze, St. Aubin, Gravelot, Monnet, in superb contemporary bindings by Derome, Bisiaux, Douceur, Padeloup, Bozerian, Tessier, Mouillie, Meslant and other Masters." The volume is a quarto, 10 by 13 inches, contains 144 pages of text, 271 items, and 150 full page plates, comprising facsimiles of fine bindings, many in colors, frontispieces, rare and beautiful engravings. The books are all rare, in wonderful condition, and many are extremely valuable. This catalog surpasses in beauty all booksellers' catalogs that we have ever seen, its only rival being the 500th Catalog issued by Maggs Bros. in 1928.

THE collected edition of the writings of Bernard Shaw, consisting of 1,000 sets at 30 guineas a set, has been oversubscribed within the week after its announcement. This record has very few parallels in the

publishing of collected editions of authors, especially of living authors. It is a tribute to the popularity of Shaw among bibliophiles of his own time that ought to greatly please him.

THE Macmillan Company has published a small brochure of forty pages entitled "John Masefield" in which is given an illustrated sketch of the poet, a critical estimate by Stuart Sherman, and several reviews from leading newspapers. An American bibliography from 1912 to 1929 inclusive with a price list of the works of Masefield completes the pamphlet.

TWENTY thousand copies of Robert Bridges's "Testament of Beauty," in its original form, have been issued and the sale of the book is increasing, which is regarded as remarkable. The Oxford University Press will issue this month a new edition in larger type, embodying a few changes and corrections made by the poet shortly before his death.

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Annual Report of the Commissioner of Navigation to the Secretary of Commerce. Years 1920, 1921.
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Oldfather. Index verbor. quae in Senecae fabulis praet. reperint. 1918. (Univ. of Ill. studies in lang. & lit. IV.
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✿ ✿ ✿ For the Canadian Number next week Leon Adams of Wendell Holmes, Limited, London, Ontario, discusses "The Book Situation in Canada From the Standpoint of a Canadian Retailer." Another most attractive contribution, from Lillian H. Smith, of the Toronto Public Library is "The Little Theatre of Boys and Girls House." The report of the Canadian Booksellers' and Stationers' Convention will of course appear and there will also be a discussion of "The Book Club in Canada" by Richard Murray. ✿ ✿ ✿

✿ ✿ ✿ In these days of competition with drug stores and newstands, the possibilities of "The Bookstore of a Salon" may perhaps have been more or less forgotten. Robert Godsoe, of the Doubleday, Doran Bookshops Inc., writes on this subject for

the June 28th number. This is the issue in which will appear the last of the spring children's book departments. ✿ ✿ ✿

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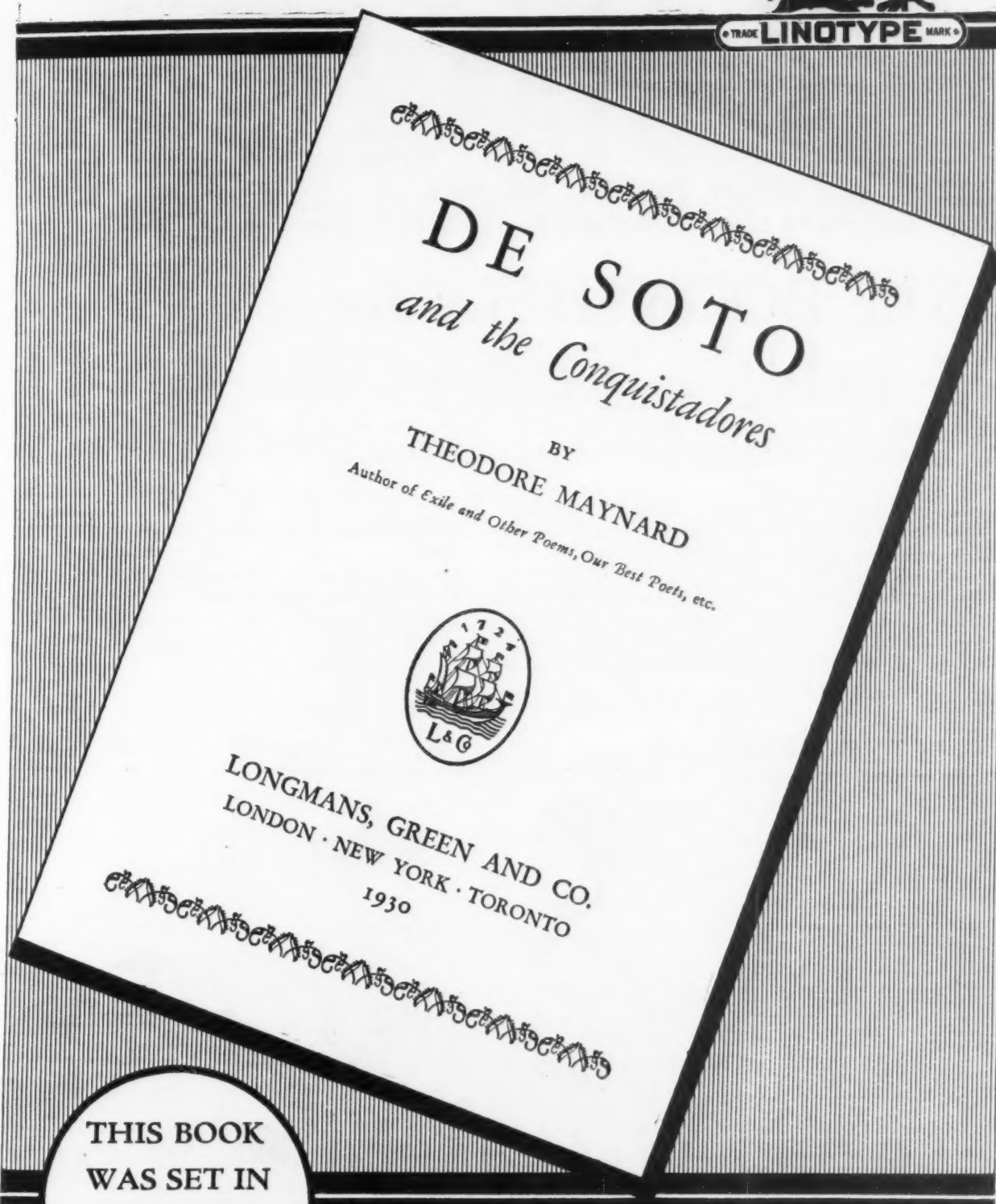
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